



HEAT MODE: ON

One recognisable heating-season platform, built around the working lives of plumbers and heating engineers.



THE CHALLENGE

Heating season is when installers are busiest and when urgent product needs can change by the hour. Plumb Centre needed to remain relevant throughout the working day rather than rely on a single channel or moment.

ACTIVATION

The campaign followed installers from the morning commute through social and digital touchpoints to active Google Shopping searches and local branch visits, reinforced by CRM and PlumbPro communications.

THE IDEA

When heating season is ON, Plumb Centre is ON too. A simple creative platform connected awareness, consideration, active product search and branch experience under one consistent idea.

IMPACT

Heat Mode: ON created a coherent customer journey across paid, owned and branch channels, delivering substantial reach and engagement while establishing a repeatable integrated campaign platform.