



Wolseley Marketing Team

A collaborative marketing team translating a customer-led strategy into relevant campaigns, propositions and thought leadership

1. CONSISTENT HIGH PERFORMANCE

Across Plumb Centre, Climate Centre and Infrastructure, the Wolseley marketing team has delivered activity spanning customer engagement, loyalty, renewables and thought leadership. From Heat Mode: ON and Cool Summer to RenewablesPro and AMP8, the team has maintained consistent delivery across very different audiences and business priorities.

2. INNOVATION & TEAM DEVELOPMENT

The team has embraced Wolseley's move towards a more customer-led approach, increasingly building marketing around customer needs and journeys rather than individual brands or products. Regular away days, training, apprenticeships and internal progression support continuous development, alongside collaboration with specialist agency partners.

3. CREATIVITY & ORIGINALITY

There is no one-size-fits-all approach. Heat Mode: ON turned the pressures of heating season into a distinctive creative platform; RenewablesPro transformed a complex transition into practical installer support; and AMP8 used specialist thought leadership to engage infrastructure audiences. The idea and execution change with the customer.

4. MEETING BUSINESS OBJECTIVES

The team combines creativity with a clear focus on outcomes. Across heating, cooling, renewables and infrastructure, its work has built awareness, strengthened customer engagement and supported Wolseley's wider strategic objectives, while keeping the needs of each customer audience at the centre of delivery.