

Category: 2. Best Product Launch
 Description: E-Tec Launch
 Client: Alpha Heating Innovation
 Agency: CIB

Established for 50 years, Alpha Heating Innovation is recognised today as one of the leaders in the UK's heating industry manufacturing innovative highly efficient boilers and heating products. In April 2017 Alpha launched its most energy efficient compact boiler yet and tasked CIB with the promotion.

CIB's approach was to develop a highly targeted campaign that ran across multiple channels, including print advertising, PR, social media (both organic and paid for), e-communication and POS within merchant stores. In terms of target audience, this was three fold:

- Installers / Heating Engineers
- Plumbers Merchants
- Homeowners

Since the launch of E-Tec in April 2017, sales are up 10% with a steady increase month on month.

"The E-Tec campaign represented a significant launch for us in 2017. On what was a relatively limited budget we've been delighted to see a consistent month on month uplift in sales of the new range compared to our forecast - an excellent campaign that's had a direct impact."

Catherine Lawrence
 Marketing Manager
 Alpha Heating Innovation

