

## CATEGORY 14: BEST USE OF CONTENT MARKETING

A highly successful campaign to drive demand for driveways and patios amongst the growing Pension Release/50+ audience and generate leads via digital channels using highly targeted/segmented tactics. All campaign activity directed leads to Marshall's' content, specifically a series of films in a variety of formats, explaining why not all patios/driveways are created equal.

### RESULTS:

The campaign generated 918,255 complete video views across all formats – and we have seen a consequent uplift in sales.

Marshall's recently announced that half year sales to the domestic market are up 17% YOY



Not all patios are created equal.

With the finest materials and accredited installers, Marshall's makes it easy to get the patio of your dream. That's why 99%\* of our customers would recommend our products and installers.

Visit [marshall's.co.uk/createdequal](https://marshall's.co.uk/createdequal) or search 'created equal' to take a step closer to your dream patio.



Not all driveways are created equal.

Marshall's uses the finest materials and accredited installers to create driveways that truly stand out from the crowd. That's why 99%\* of our customers would recommend our products and installers.

Visit [marshall's.co.uk/createdequal](https://marshall's.co.uk/createdequal) or search 'created equal' to take a step closer to your dream driveway.

\*Post-installation feedback from 2,070 respondents up to October 2016.

