

MULTIMEDIA MARKETING THROUGH ONE CHANNEL



In the aim to create partnerships with National Home Builders the 'Perfect Partnership' campaign was designed to wow targets with content that was easily digestible and interesting. Backed by customer research the results generated were outstanding...

108% of target achieved
in lead generation

58% over target
in orders

ROI 84,268%

premier
guarantee®

Category 8. Best use of Direct Marketing

THE PERFECT PARTNERSHIP