



**Client:** Jacksons Fencing

**Campaign:** Our Passion is your Security

**Agency:** The Think Tank

**Objective:** To develop brand positioning, improve brand awareness and raise the profile of Jacksons Fencing.

**Strategy:** Establish and communicate Jacksons Fencing's core values and positioning by bringing the people and passion at the heart of the business to the fore, setting it apart from the competition and using multiple channels to bring the company to life.

**Campaign:** Integrated campaign combining brand positioning and strategy, brand materials development, programmatic advertising, video, social media PPC, trade media, direct marketing, content promotion, social media and PR.

**Results:** With inbound leads across the B2B sector up 34%, 18 million impressions via programmatic, 37,500 clicks and 232,000 mouse overs and a year-on-year web traffic increase of 54%, Jacksons Fencing was successfully established as the premier provider, manufacturer and installer of security solutions.

