

Our main audience for our communication was architects and national housebuilders.

44%

increase in sales

94%

increase in traffic to psi value calculator page

52,084

twitter impressions

194

direct reader enquiries

Previous advertising focused on images of the lintel which has a grp outer leaf in order to lower thermal bridging however it was not immediately obvious from the visual that this wasn't just a steel lintel.

Our objective therefore was to develop an ad that would capture the attention of architects and builders and get the message across that Hi-therm is more than a steel lintel, it is a sustainable solution. The desired outcome of this was to increase awareness of the product and therefore enquiries thus increasing sales.

