

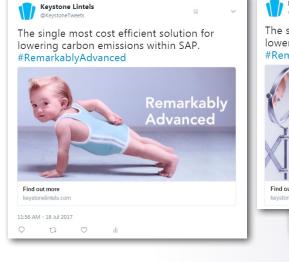
Our main audience for our communication was architects and national housebuilders.

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.



Keystone Lintels

The single most cost efficient solution for lowering carbon emissions within SAP. #RemarkablyAdvanced



keystonelintels.com

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