

# 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 15. Best Low Budget Campaign

**THE PERFECT PARTNERSHIP**