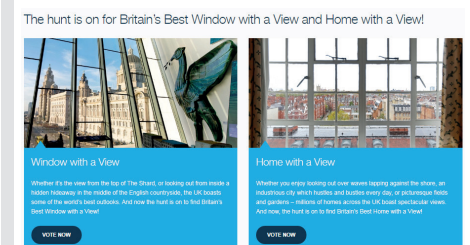




MyGlazing - 50 press cuttings: 30m opportunities to see (target - 3.5m)

"I think the HIAs gives a platform for businesses who take pride in our profession, showcasing what we're about and give us that little bit of prestige - which is a nice reward for the hard work we put in. It's encouraged sole traders like me to be proud of what we do, and shout about the fact we go above and beyond to give our customers the best service."

Peter Booth, HIA Winner 2017



Over 150,000 visitors to MyGlazing.com. 5,500+ direct visits to WWAV webpages



BBC TV and radio coverage of HIA 2017

Heating Installer Awards 2017

Results/Effectiveness

- 1,000+ followers on Twitter (target - 500), 440 Facebook likes
- 357k Twitter impressions (target - 100k)
- 115k reach on Facebook (target - 40k)
- Website visitors: 8,000 (target - 2,000)
- 150k heating installers/plumbers reached (target - 100k)

Sponsor brand awareness/growth

- Coverage: 43 pieces
- > 25 regional, 14 trade, 4 national
- 161 brand mentions (target - 100)
- Opportunities-to-see: 8.17m



220 WWAV entries - including those from Tower Bridge, Cloud 23, Westminster Abbey, Blackpool Tower, The Shard and Spinnaker Tower