VELUX® **BEST USE OF WEBSITE** VELUX EXTENSIONS CAMPAIGN



Hi, Charlie Luxton here. I'm an architectural designer and I want to show you the incredible difference daylight makes to your extension.

Use your mouse or swipe to have a good look round the 'before' and 'after', and explore the hotspots to find out



Extensions-specific content received 94,249 views. Charlie Luxton's teaser video received 479,316 views and the full video 9,440 views.

We secured 1,774 entrants to our end user competition and 82 entries to the architects' competition





extension





"We're constantly struc by the sense of space'



Between May and September consideration of **VRWs** in extensions increased 16%

Year on year, the percentage of VRWs being bought specifically for extensions increased from 25% to 40%

Across the campaign period, **INTEGRA** sales were up nearly 26%. Sales during the 'trade promotion' period increased by 36.2% YOY.