



## Popcorn With Parkeray: The Cinema Experience

With the objective of increasing project enquiries within the first half of 2018, Parkeray's 'Cinema Experience' is a creative example of a direct marketing campaign, which successfully promotes Parkeray's construction expertise, positive working relationships and brand personality - resulting in a 7% (£11M) increase in project enquiry value this year.

INTEGRATED CAMPAIGN: DIRECT MAIL | WEBSITE | E-SHOT

### DIRECT MAIL

**3,000**  
CLIENTS MAILED

### WEBSITE LANDING PAGE

**1,270**  
VIEWS  
[www.parkeray.co.uk/cinema](http://www.parkeray.co.uk/cinema)

### VIDEO

**1,210**  
PLAYS

### E-SHOT OPENED (UNIQUE)

**1,420**  
TIMES



**+7%**

**(£11M)**  
INCREASE IN VALUE  
OF PROJECT  
ENQUIRIES IN 2018

**ROI**

**633,842%**



Have you got your tickets?! @Parkeray  
#cinemaexperience #popcorn #greatidea

