

BEST USE OF CONTENT MARKETING



MEET BOB. SHORT FOR BRICKS OR BANTER

A bespoke email and magazine campaign, turning Jewson into a relevant industry publisher, helping them engage their target audience

INCLUDING:

Lifestyle pieces, technical information and advice about products. Shareable content for social media and blog channels

20,000

Circulation

29.84%

Open rate

(5% above industry average)

3,800

Website
clickthroughs

Jan - July 2018

42%

Under 34

(Lowered demographic of
Jewson Facebook followers
in 2017 vs 18% in 2016)

Brand: JEWSON

Agency: TANGERINE COMMUNICATIONS

Content: BRICKS OR BANTER (BOB)

Category: BEST USE OF CONTENT MARKETING

Tangerine

JEWSON