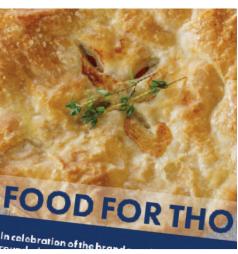
## BEST USE OF CONTENT MARKETING











## 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** 

3,800

Website clickthroughs Jan - July 2018 **29.84%** 

Open rate (5% above industry average)

**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)

**Catagory: BEST USE OF CONTENT MARKETING** 

Tangerine

**JEM20N**