

CAMPAIGN NAME:**RUFUS voted top dog:**

Character appeal for a new customer interface

**Clockwise Marketing.****SCENE SETTER:**

An increasingly crowded marketplace for roofing supplies, contractors with increasing demands for better products and services, merchants with boundless supplier communications, and competitors with stomping great budgets. Whitesales were not in a position of strength.

INTRODUCING:

A new portal and product specifier tool produced by Whitesales to make merchants and contractors lives easier – and RUFUS, the little Jack Russell with limitless possibility and positivity – to front it.

**33%**

increase in sales



Overall traffic up

24%**147%**

increase in requests for literature



Over

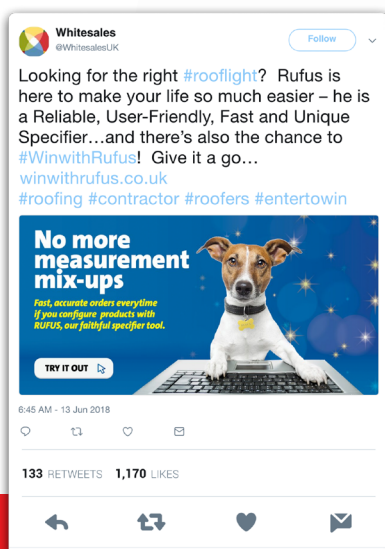
350

competition entries via the microsite

Social Media reach up by

112%

Engagement up by

234%

Love using your Rufus configurator. Makes it so easy, I am really enjoying using it. Given me a much better understanding of rooflights and how they work.

MICHELLE,

Leatherhead roofing merchant

