

02. BEST PRODUCT LAUNCH

Ask for Ali
reason one:
Flexibility

With outstanding tolerance and adjustability our trade range of aluminium doors and windows provides exceptionally simple installation.

Suitable for both commercial and domestic use, Ali doors and windows put in an impressive thermal performance, achieving U-values* as low as 1.1 W/m²K, and are available in an almost unlimited range of colours and finishes, both inside and out.

Complete with slim sightlines, in a choice of configurations and sizes, and simple to fabricate using existing tooling, the range has been developed with the fabricator and installer at its heart.

So, when flexibility matters, ask for Ali.



Senior Architectural Systems Ask for Ali

The 'Ask for Ali' campaign has been created by Harris to support Senior Architectural Systems' move into the domestic market with the launch of its new range of residential aluminium doors and windows. Drawing on Senior's strong standing in the commercial sector and reputation for offering excellent customer service, the campaign cuts through the noise of traditional trade product promotion with creative advertising that gives the range personality, and targeted PR and social content that informs and engages.

A key requirement of the marketing campaign was that it worked in tandem with Senior's wider business strategy and offered longevity as well as immediate results.

By focusing on establishing a reliable network of trade contractors, rather than taking the message directly to the end-customer, the first stage of the 'Ask for Ali' campaign demonstrates Harris' ability to understand its clients' requirements and offer a creative and considered solution.

As well as launching Senior's new product range, the campaign has positioned Senior as a champion for aluminium windows and doors in a market historically dominated by UPVC suppliers. The results speak for themselves – increased sales, new business secured and a strong foundation created from which Senior's work in the domestic sector can continue to flourish.