



## **Best Mid-Range Budget Campaign**

## **Freefoam** Helping customers grow





11 articles, 10 press releases, two editor meetings and advertising have resulted in **over 100** total press appearances.

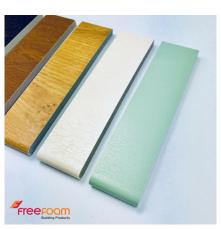
146 social media posts

**25 powerful** customer and supply chain videos

**201 new** installers against a target of 100

Year-on-year sales up 30%





We wanted an original effective campaign. So we partnered with Mind Made, who brought a freshness to our approach, and MRA, who instilled structure and discipline to our campaign.

Colin St John, General Manager, Freefoam