

Best Mid-range Budget Campaign



Our integrated marketing campaign aimed to challenge people's perception of what they knew about Lathams and to educate, inform and engage. We used a range of communications channels to pose the question:

"How well do you know us?"



VIDEO AND SOCIAL



DIRECT MAIL CAMPAIGN



PRINT ADVERTISING



Outcomes

Sales increased by: **£1.3 million**

Return on Investment: **31.43%**

Profitability increased by: **9.25%**

email: info@lathams.co.uk or visit: lathamtimber.co.uk