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From developing the strategy, through to the creative campaign ideas and the implementation, Refresh demonstrated an in-depth understanding of our needs and worked tirelessly to ensure that we met all our KPIs.

Marketing Manager at Eurocell

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"We have admired the work Refresh PR does on the Heating Installer Awards over the years. The awards engage the community, showcase true talent and create a big buzz within the industry. Since we began working with Refresh we have not been disappointed in the team's creativity, knowledge of the industry and attention to detail. We look forward to working with the team at Refresh going forward."

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## Eurocell plc

Eurocell plc, the UK's leading manufacturer, distributor and recycler of PVC-U window, door, conservatory and roofline systems, approached Refresh in 2018 to devise a campaign to help it reach an audience it had traditionally struggled to get in front of - architects and specifiers.

Refresh devised the 'Future Homes' campaign a lead-generation campaign that delivered a consistent level of media coverage, grew the presence of the brand with key specifier decision makers and put Eurocell directly in contact with key buyers. The results speak for themselves, but it was ultimately thanks to Eurocell's trust in Refresh that this campaign went ahead and succeeded so well.



150 sales leads

60 pieces of coverage

4000 website visitors


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## #ComeBackStronger: how digitalisation opened more doors than ever before

This week the team at Refresh connected with Installer's head of content, Joe Sharpe, for the latest edition of our #ComeBackStronger series.

Installer is the leading media brand for heating, plumbing and renewables professionals and has been at the forefront of these sectors for 20 years. With a strong readership and award-winning installer trade shows, Joe oversees everything from all online and print content, to coordinating and executing the outlet's live events.

As the pandemic caused many industries - particularly the events sector to come to a halt, Joe had to quickly pivot on his trade show plans, taking the entire event online. This is what he had to say about his key learnings: from the past few months, how he's remaining optimistic about the future and the tactics he's adopted to ensure growth during turbulent times.



**What opportunities have arisen?**

As well as more digital opportunities offering avenues for expansion

How are you accelerating company growth in the

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I felt since the first initial call that we just clicked really well. I really appreciated how interested and enthusiastic the team has been in the brand and this project - Refresh is definitely the right team to push this forward. I was also looking for an agency who really understood the technical nature of what we do and Refresh demonstrated this well.

Marketing Manager at FEIN