

Heritage Conservation Product Launch

As a much-loved global brand and household name, VELUX has no issues when it comes to brand awareness. In some instances, however, success in one market can be a limiting factor in another.

Launching a new, incredibly significant 'Conservation Heritage' product required a much more in-depth level of insight in order to connect with the right subset of audiences in an entirely different segment of the market.

200+

Hours of analysis and research

16

Highly niche key target audience participant groups recruited for in-depth interviews and creative testing.

1,350%

Return on investment (ROI)

VELUX[®]

