

Best use of advertising



OH SO... Virtuoso

The “OH SO... Virtuoso” campaign was a transformative effort to rebuild brand confidence and boost sales for Virtuoso Doors.

By leveraging the “OH SO...” concept, SLG developed and delivered a full channel campaign that found and engaged the Installer-focused audience, encouraging re-engagement with the Virtuoso Doors brand and rebuilt trust in the business as a serious composite door manufacturer.

Through a strategic media channel approach, the campaign made Virtuoso Doors unmistakably synonymous with excellence.

1,738,927

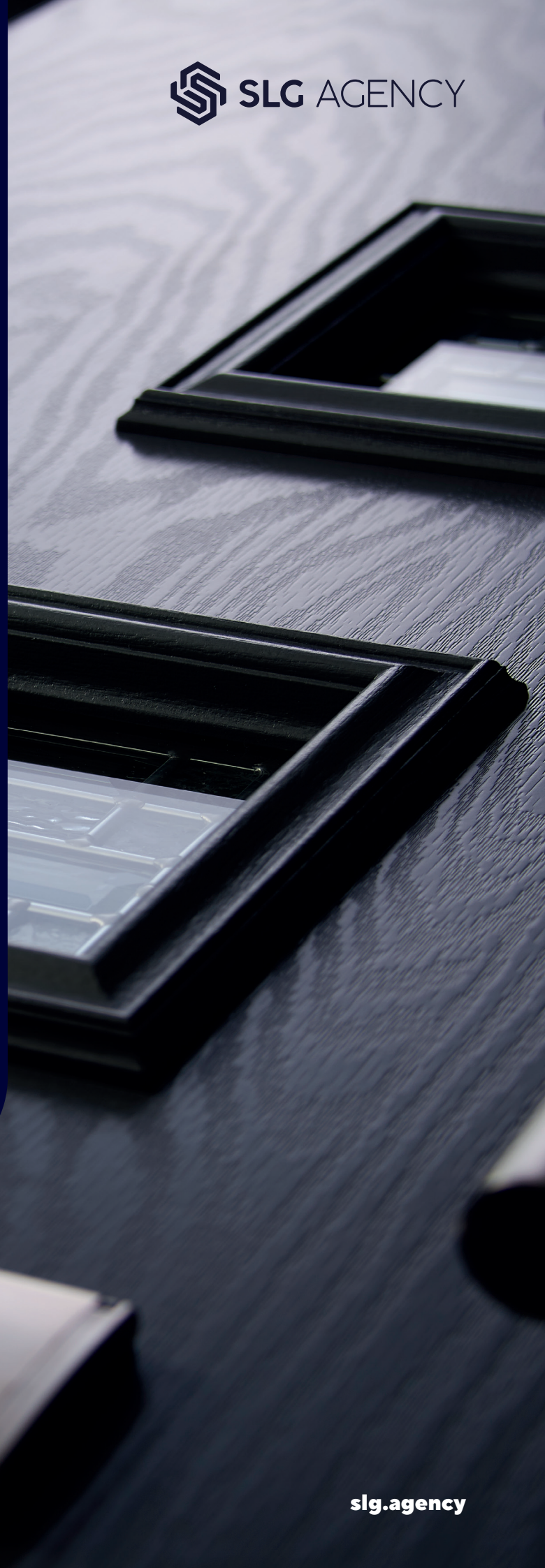
Impressions generated

938

marketing qualified leads delivered

7:1

Return on marketing investment (ROMI)



VIRTUOSO

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