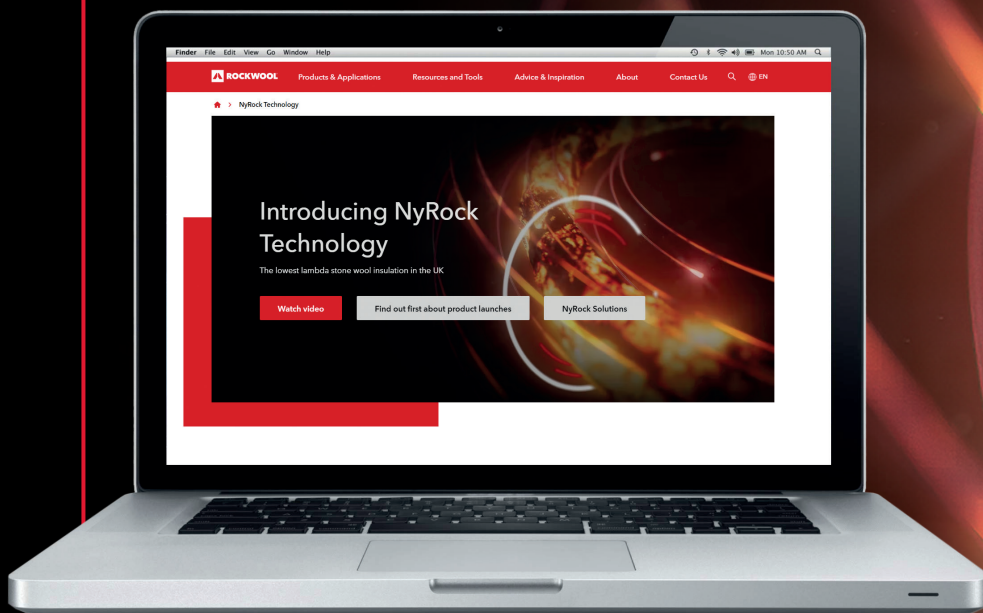


BEST PRODUCT LAUNCH

NyRock® - a new generation in stone wool insulation



In a habitual market, new products need to disrupt. To achieve stand out for the launch of NyRock, ROCKWOOL® developed a dynamic campaign designed to create cut-through, buzz and to encourage purchasers to consider alternatives.

Through data-driven decisions, creative activations and a phased approach, ROCKWOOL has yielded significant commercial results and far surpassed marketing metrics.

- 126% of the company's target for specifications in year one
- 1.2m+ video views
- 6,000+ datasheet downloads
- Reach of 24.8 million spanning print and online channels



ROCKWOOL®



rockwool.com/uk/NyRock