



One day all bricks will be made this way

AG enhanced its Woodward Fine Cast Facing Brick with Enduur 1, an advanced concrete technology that delivers an impressive range of product enhancements, from increased strength, durability, and UV resistance to a lower carbon footprint and advanced hydrophobic performance.



Cast from tradition, built for the future...

The result was a brick that is highly versatile, sophisticated and builder-friendly.

Every aspect of Woodward's lifecycle has been **analysed, planned around and bettered** – to create a truly **evolved, aesthetically engineered brick**. The production process ensures unbeatable dimensional accuracy, meaning less guesswork and wastage.

Bricks designed to last a lifetime

This campaign smashed its metrics with **£3.64m Worth of Sales** compared to **Sales of £1.79m** during the same period the year before the campaign.

Total marketing campaign spend for Woodward with Enduur was:

£20,975

Total sales during campaign:

£2.53m

Equating to an ROI of a whopping:

11,971%

Woodward brick is now AG's top-selling product

How?

AG created a host of innovative, sharply focused content that was shared across a range of touchpoints including trade press PR / advertising, digital advertising, paid and organic social media and face to face presentations to ensure campaign messaging was seen by these people at the right time.

“They are the best brick we have built with for a long, long time.”

Watch Testimonial
(Roxborough Developments)