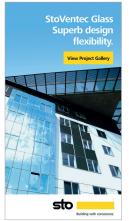
## sto

## There's more to Sto than meets the eye.

Using a striking visual approach and simple message of 'More than just a pretty façade' to outline the system's dual benefits - beauty and aesthetic design potential plus extreme strength and bomb blast resistance - Northstar's campaign centred around a new microsite and was delivered through an online CPD event. The campaign featured e-shots, online MPUs and banners on specialist media, LinkedIn and other social, PR and video, with excellent ROI results.







Online adverts



MPU

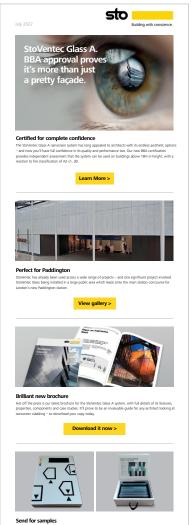


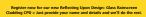














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LinkedIn campaign