

# IN THE FRAME

## REHAU

We worked with REHAU to explore the issues facing commercial windows specifiers, distilling the resulting insights into a compelling strategic campaign that addressed genuine pain points and delivered valuable technical expertise for potential customers.



Strategic Planning



Media Campaign



SEO



Thought Leadership



Social Media Promotion

### Results at a Glance:

**220%**

increase in high-quality leads vs KPI



improved search visibility for REHAU's key terms

**120**

press cuttings  
(85% in tier one target media)



over 400 fact sheet and  
whitepaper downloads

**179%**

increase in website visits vs KPI

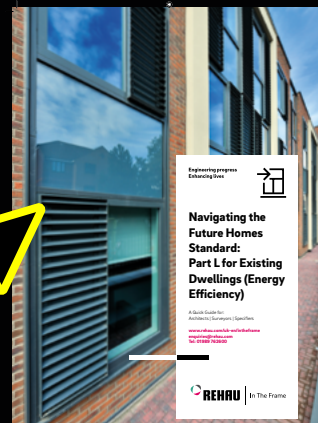


enhanced database of high-quality contacts



significant value of quoted projects

**BEST MID BUDGET CAMPAIGN (£25K-£50K)**



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WINNERS OF OVER  
**100** INDUSTRY  
AWARDS

THE WEST MIDLANDS'  
**TOP 25**  
BEST COMPANIES  
TO WORK FOR  
Q3 2023

MARKETING & MEDIA'S  
**TOP 5**  
BEST AGENCIES  
TO WORK FOR  
Q3 2023

THE UK'S  
**TOP 25**  
BEST SMALL COMPANIES  
TO WORK FOR  
Q3 2023