



For JG Speedfit, this was the first big sales promotion campaign that we had run since the pandemic. Our goal was to spread some much-needed joy in our market, while generating a 5% uplift in sales. We also wanted to strengthen the relationships with our distribution partners and create a buzz within our community of plumbers.

Point of Sale

A range of promotional point of sale assets featured in Merchant stores including hex bins, pull-up banners, bunting, wobblers, floor vinyls and posters.



Advertising

Targeted trade press advertising for Installers and Merchants including; front cover, full page, double page spread, gatefold, half double page spread and wrap adverts.

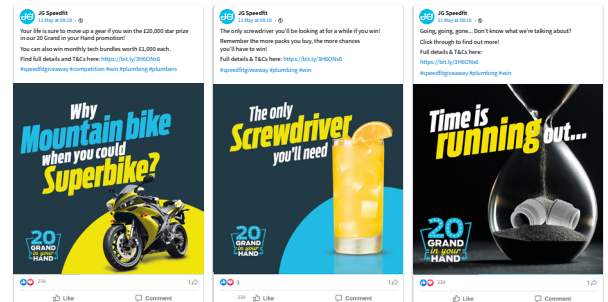


Email

Targeted Installer and Merchant emails utilising the strong creative and messaging.

Social Media

A range of different social posts including video and stills.



Channel highlights

Facebook/Instagram

For a total spend of £14.5K, we have delivered:

- 4.3M impressions
- 1.1M users
- 80.5K link clicks with a CPC of just £0.18
- 782,000 engagements

TikTok

For a total spend of £1.5K, we have delivered:

- 954,687 impressions
- 954,687 video views
- 5,566 engagements with our video ads (clicks, likes, shares, comments)

YouTube

For a total spend of £3.5K, we have delivered:

- 866K impressions
- 173K video views
- Average view rate of 20%
- 53% watched at least 25% of the video
- 19.5% watched until the end

Best email open rates

July: 2.5K opens, 49.2%

June: 2.4K opens, 49.5%

May: 2.2K opens, 49.3%

March: 1.9K opens, 47.5%

Industry average:
20.5% (Source: DMA)

Campaign stats

The campaign has delivered effectively through the marketing funnel:

Awareness

- Social media impressions: over 6M
- Tradespeople who heard the radio ads: 636K to date

Engagement

- Social media engagement: over 1M
- Landing page visits: 29.12K
- Email open-rate: 45.4% average (benchmark is 20.5%)

Conversions

- Sale uplift of 9.6%
- Competition code entries: 11.9K
- Distribution partners POS entries: 486
- Best Speech Bubble entries in-store (prop board used in stores for installers to write what they would spend £20K on): 452

Campaign promotional video



Construction Marketing Awards

Category 23: Best Big Budget Campaign (£50K+)
'20 Grand in your Hand'

Brand: RWC
Agency: Milestone Creative