



'20 Grand in your Hand' Competition

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.



Social Media

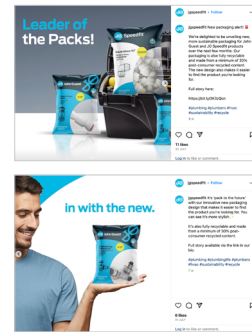
A range of different social posts including video and stills.



Advertising

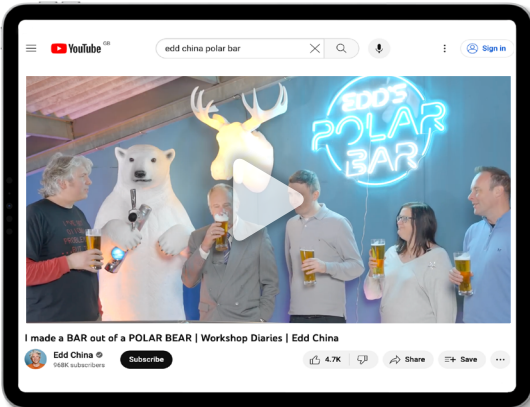
Targeted trade press advertising for Installers and Merchants including: front cover, full page, double page spread, gatefold, half double page spread and wrap adverts.

EMEA Marketing Wheel



Packaging Update

A major project has been an update to all packaging lines – with the aim of increasing sustainability, reducing cost and creating better solutions for customers and trade partners.



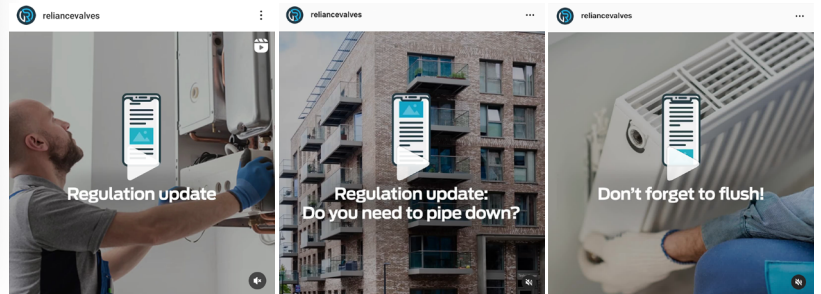
Edd China

We have an innovative, award winning partnership with Edd China featuring in his popular YouTube series Workshop Diaries. More than just sponsorship, he is a true brand ambassador for RWC featuring many of our products and team in his online show. We won a major B2B Marketing Award for Best New Product Launch.



Blog Regulations

Helped to build a community of plumbers and keep them up-to-date with the ever changing landscape of plumbing. Used eye-catching video content to help bolster awareness of regulation updates. Delivered over 300,000 impressions and generated more than 7,500 visits to our website.



Email Sign Up

394 subscribers with a CPA of just £4.12 – Over 43,000 engagements with our posts. These engagements consist of: post shares, post reactions, post saves, post comments, page likes, post interactions, 3-second video plays, photo views and link clicks.

