

Ripple.

This campaign aimed to raise awareness of Kytun's aluminium dry fix range and promote its aluminium slate trim as an alternative to the 'slate and a half' requirement.

Ripple rebranded the range as "Kytun Performance Plus," using targeted messaging, CGI visuals, and a multi-channel approach across digital and traditional platforms. The campaign resulted in a 108% sales increase, a 58% rise in website traffic, and a wide reach of over 360k on social media. The success of this campaign has led to further planning for Phase 2.

Social media reach over

360k

Sales volume increase

108%

Proven results on
on the impact of

**Product
Awareness**

