

Category 21

Best Mid-Range Budget Campaign (£25k - £50k)



Summary

The Think You Know Great Service campaign was conducted by leading UK distributor, James Latham, from November '23 – January '24. Targeted at competitors' clients as well as dormant and existing accounts, it used extremely positive feedback obtained from its 18,000-strong customer base to showcase what sets it apart from others. Legitimising its claims of unrivalled customer experience, it also challenged purchaser audiences to reflect on current services received from their materials distributors and whether James Latham could do it better.

Results

25%

Increase in
new
customers

41%

Increase in
Enquiries

130

Reactivated
Accounts

Partners:



Publications



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