



# Redland Rosemary Craftsman Clay Tiles

Redland has been a UK market-leading roof tile manufacturer for the past 95 years. Best known for its concrete range, Redland has always maintained a strong presence in the more traditional clay tile market through its Rosemary brand.

This campaign launched Redland's Rosemary Craftsman clay tile in two colour variants.

Capitalising on the 175th anniversary of the first manufacture of Rosemary tiles, the campaign linked the heritage of clay tile manufacture and the introduction of the Craftsman tile.

The campaign embraced a range of promotional activity including: press relations, advertising tailored to specific audience groups, in-store promotions, competitions digital communications.

Results were evaluated based on market awareness and sales with specific financial targets exceeded in the six months following the launch.

**Building on the success of this campaign, further additions to the Rosemary range will be launched shortly.**

**Rosemary**  
Is there a Rosemary 175 inside this pallet?

To celebrate the **175th anniversary** of our Rosemary clay tile, Redland are running a special promotion for all participating contractors and merchants.

We've produced 175 specially stamped Rosemary tiles, and hidden them randomly in our pallets. If one of these tiles is found in this pallet both the contractor and the merchant who supplied them\* will enjoy an instant win of **8 bottles of beer** each, which will be delivered by one of our Area Account Managers.

In addition to this their names will automatically be entered into a special prize draw to **win a fabulous weekend away in London for two**. We have a prize package for winning merchants and another for contractors.

Full details as well as terms and conditions can be found on our website [www.rosemary175.com](http://www.rosemary175.com)

**Good Luck**

\*Merchant element does not apply to contractors with accounts who purchase direct from Member Redland Ltd.

**FIND A LUCKY TILE TO WIN TWO PACKS OF BEER. AND A CHANCE TO PACK FOR A LUXURY WEEKEND IN LONDON.**

**Celebrate Rosemary's 175th Anniversary with us.**

We've produced 175 tiles with a special Rosemary 175 logo on the front. Find one and you win two packs of Fuller's London Pride and an entry into the prize draw for a luxury London weekend for two. The prize includes accommodation and dinner for two, plus an allocation to spend however you want.

For further details please visit [rosemary175.com/winners](http://rosemary175.com/winners), call 08705 60100 or visit your local Redland merchant.

A prize of equivalent value will be available locally for anyone who doesn't want to, or can't travel.

**Redland**

**LONDON PRIDE OR LONDON HOTEL? OR BOTH? THERE'S STILL TIME.**

When you buy Rosemary tiles, make sure you look before you put them on the roof. Find a lucky tile and you win two packs of Fuller's London Pride and an entry into the prize draw for a luxury London weekend. (See your merchant or [click here for further details](#)).

How you spend the weekend is up to you – we'll include accommodation and dinner for two, plus an allocation to spend however you want.

You might choose to book theatre tickets, go on a river cruise or shopping trip, or you could even take a look at some new Rosemary roofs – there's one at the Fuller's Brewery (tours can be booked in advance) and another on the new £3.6 million tiger enclosure at London Zoo.

Good luck.

A prize of equivalent value will be available locally for anyone who doesn't want to, or can't travel.

**Redland**

**ROSEMARY IS LINKED TO MEMORY.**

**DON'T FORGET OUR ROSEMARY COMPETITION.**

**JUST TWO WEEKS TO GO.**

[Click here to order a Rosemary Craftsman sample and enter our competition](#)

Order a sample of the latest addition to the Rosemary range and we'll enter you into a prize draw to win a luxury weekend break for two.

The prize includes accommodation and dinner for two, plus an allocation to spend however you want.

You might choose to book theatre tickets, go on a river cruise or shopping trip, or you could even take a look at some new Rosemary roofs – there's one at the Fuller's Brewery (tours can be booked in advance) and another on the new £3.6 million tiger enclosure at London Zoo.

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