

SUMMARY

DAVE is slim,
DAVE is single,
DAVE is flexible,
DAVE is smart.

With a teaser campaign that ran from 15th December 2014 until 1st April 2015, we brought our new range of single fans, A.K.A. DAVE, to everyone's attention in a memorable way.

Dynamic Attenuated Ventilation EC technology, DAVE is Nuaire's new range of single extract and supply fans. From December 2014 – April 2015, we ran a teaser campaign to create a massive amount of interest in the Heating, Ventilation and Air Conditioning (HVAC) industry, and ensured DAVE received plenty of attention before his debut.

The campaign cast DAVE as a character, and during the first phases he wasn't linked to Nuaire, to really create intrigue in the market. Direct mail, print and digital adverts, editorials, events, promotional merchandise and two microsites helped to introduce DAVE to the HVAC industry. Crucially, we didn't reveal who or what DAVE was until product launch day.

Interest in DAVE was very high, with the Nuaire sales teams bombarded with requests to meet DAVE, and find out more about who/what DAVE was.

DAVE CAMPAIGN PHASE 3



DAVE CAMPAIGN PHASE 1



DAVE CAMPAIGN PHASE 2



DAVE CAMPAIGN LAUNCH PHASE



DAVE CAMPAIGN POST LAUNCH

