



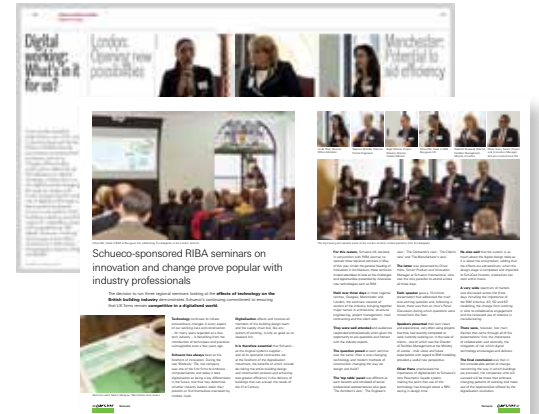
Press advertising



Online advertising



Direct Marketing (Schueco Partner Magazine)



Seminars



PR

BEST BIG BUDGET CAMPAIGN

Schueco Brand/Product Innovation Integrated Campaign

This integrated campaign – combining advertising, direct marketing, seminars and pr – was embarked upon in January 2016 to:

- ensure the Schueco brand remains the 'first choice' amongst architects and other key specifiers
- help strengthen brand specifications and thereby reduce the incidence of brand switching by main contractors
- position the company at the forefront of product innovation
- start to create a future key differentiator: to establish the company at the forefront of the digitalisation movement in the industry

SCHÜCO