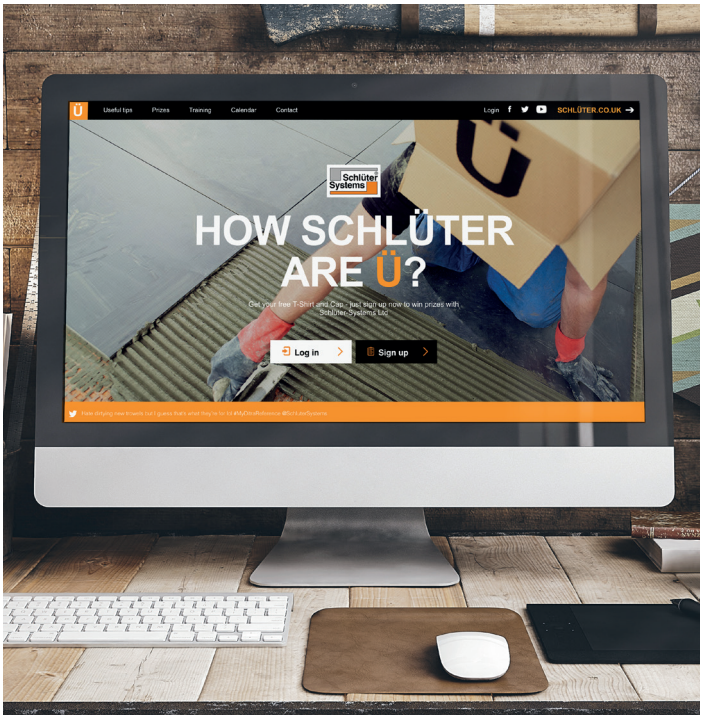
SCHLÜTER AND Ü

Schlüter Marketing team tasked indigoRiver to develop a campaign that targeted installers, specifiers and resellers to sign up and become directly connected to the voice of the company, to enable Schlüter to communicate the products, systems, solutions and services that make the installation of tile and stone simpler and easier for not just professional tilers but also the aligned trades of kitchen, bathroom, and builders offering tailor-made literature, communications, literature and training courses based in Coalville.

A secondary audience of retailers of tile and stone became engaged and allowed Schlüter to communicate directly to retail staff the benefits through in a area which is typically high-turnover of staff, and hard to get to with training, and knowledge. Schlüter and ü is an advertising campaign designed to the installer audience. The gorilla style approach used in the imagery was originally intended to create some cut-through. The idea – Our marketing team worked alongside indigoRiver to come up with a concept about "bringing out the Schlüter in U." We wanted to get the audience excited about the products and new and innovative techniques when installing our systems. We wanted a personable campaign that reached out to the audience and created a two-way conversation between ourselves and the users.

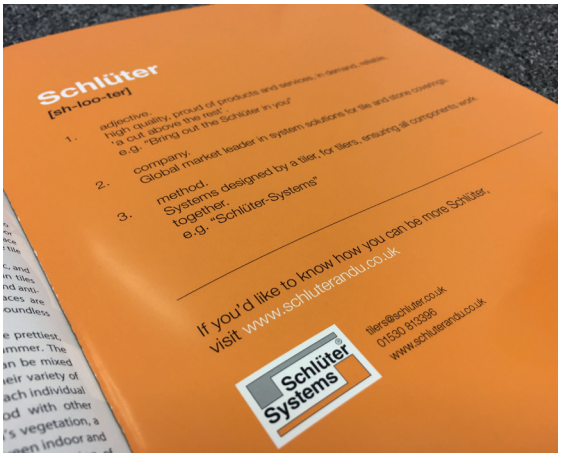
The campaign was supposed to be light-hearted and humorous with the umlaut ü sprayed onto the box which we had models wearing them – basically the idea was if they were wearing the box they had become Schlütered! This took advantage of a unique element in the company name and played into a modern interpretation of smiley face.



100
SIGN UPS PER MONTH

4K
TWITTER FOLLOWERS
#SCHLUTERANDU

SSEC TRAINING DATES
FULLY BOOKED



Construction Marketing Awards 2016
Category Name: Best Use of Advertising
Campaign Name: Schlüter and Ü