

In September 2016 IG Masonry Support launched #GetCrafty, a campaign aimed at House Builders & Contractors to help us name a range of craft beer that we developed with a local brewery external agencies.

543

beer name entries

70%

increase in web traffic

35%

average email
open rate

5%

average email
click rate

IG Masonry Support is a relatively young company, having launched in 2015. The main aim of this campaign was to raise brand awareness among our target market – architects, brickwork contractors and house builders.

This was an integrated campaign, combining website, email and social media. The campaign was developed by our in-house marketing team with no input from external agencies.

