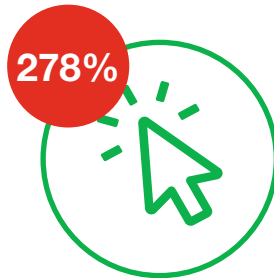


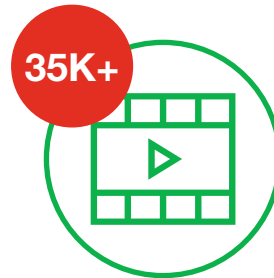
# BEST LOW BUDGET CAMPAIGN



25+ press articles creating 1.5m opportunities to see (target 1m)



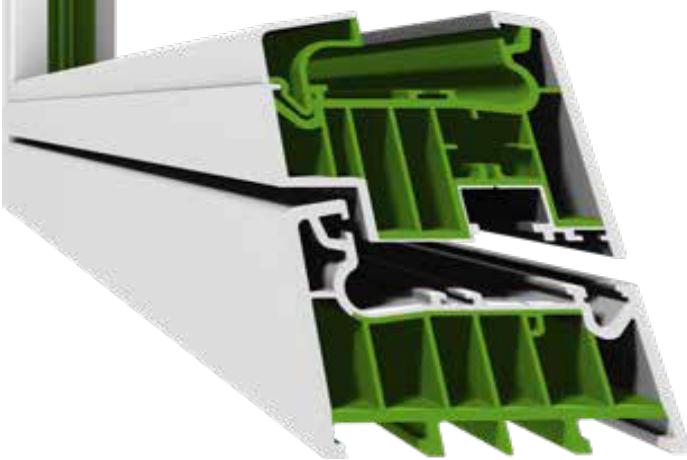
278% traffic YOY increase to the hub & 569% traffic increase – coincides with when mailers landed



35,000+ video views (target 20,000)



40,000 number of target audience receiving mailer (target 40,000)



Prevented 659,000 window frames going to landfill since launch of campaign (target 612,333)



53 enquiries logged as a direct result of DM (target 30)

## UNSOLICITED FEEDBACK:

“ CLEVER MARKETING ”

“ 99 problems but PVC-U ain't one: Joining forces with Eurocell to help the environment by recycling our PVC-U frames. ”

“ I get a lot of advertising flyers that get lost in piles of other advertising but THIS CAUGHT MY EYE! ”