

# THE MAIN CONTRACTOR FACTOR

The objective behind The Main Contractor Factor campaign was to capture the essence of Parkeray culture and communicate merry Christmas to our database. The production of a music video starring our very own project manager and staff as lead and backing vocalists was the perfect medium for our Christmas message - driving brand engagement and traffic to our website while spreading festive cheer, with a total campaign cost of £3,500.

INTEGRATED CAMPAIGN: VIDEO | WEBSITE | E-SHOT | SOCIAL MEDIA

LOW BUDGET CAMPAIGN

£3,500



Parkeray Culture: Spreading Respect in Construction

VIDEO

1,247 PLAYS



You get 1st prize for the best Christmas card.



Parkeray Christmas Single View this email in your browser

**PARKERAY THE MAIN CONTRACTOR FACTOR**

OFFICIAL CHRISTMAS SINGLE

FEATURING PM Glen Merson & The Parkeray Choir

<<WATCH OUR CHRISTMAS SINGLE HERE>>

The race for the 2017 Christmas Number One is already underway, and we are delighted to announce The Main Contractor Factor - our very own Christmas single just for you! Click the video below to view.

Parkeray project manager by day and Michael Bublé by night, Glen Merson lends his baritone tones to our rendition of Winter Wonderland, supported by the angelic voices of the Parkeray choir. It's just our way of saying merry Christmas and a happy New Year!

Tweet: @Parkeray #PKYfactor

You never know, we may have a number one song on our hands.

Sending our Christmas message with...

Think | Give | Expect **RESPECT**

**Festive Opening Times**  
Parkeray will be closed over the Christmas period from 2pm Friday 22 December and will reopen on Tuesday 2nd January 2018.

This year, Parkeray has chosen to support the [British Heart Foundation](#).

Tweet Forward Share

WEBSITE VISITS UP

+334%

E-SHOT OPEN RATE

25.5%

ABOVE INDUSTRY AVERAGE

SOCIAL MEDIA

12,197 IMPRESSIONS

