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Best Product Launch

Launch of Glasroc X Sheathing Board

Key Achievements

- As of early August, British Gypsum has achieved an **ROI of 1:53.3** on the launch campaign for Glasroc X Sheathing Board
- The campaign web page has received **14,998 unique page visits**
- The Wood Norton case study has been **viewed 2,017 times**
- The promotional brochure has been **downloaded 584 times**
- Social media advertising campaigns (Facebook and Twitter) resulted in a total of **12,287 link clicks** to the campaign web page

“Glasroc X simplifies the supply chain and has helped to reduce the number of suppliers we have had to liaise with before and during the project. Having one point of contact for technical support and product offering has been excellent.”

Kieran Boxwell
Operations Director
CG Reynolds

