



Engaging plumbers online

Thermoboard: UFH specialists, but a name that's 'new'. So how to convince installers?

Thermoboard. As a name, it goes back a long way. So does the special experience behind it. But now it's being positioned as the brand to represent Wavin underfloor heating (UFH) systems to general plumbers.

Problem: most installers will think it's a newcomer.

Our Task

Reality: Thermoboard has more technology and systems than any other player in the UFH sector. A leading pioneer, rather than follower, with a solution for almost every UFH situation.

Need: break through the inevitable "Thermo-who?" barrier of many installers. And differentiate the brand from established, more recognisable rivals.

Action and Output

- › Our answer – an online competition with a difference: firing up installers' imagination. A creatively focused bid to take 'ownership' of "UFH". We invite plumbers to suggest other meanings for those initials.
- › Series of ads, and direct and digital mailings: driving readers to the campaign website. Each ad has an eye-catching image depicting a bizarre interpretation. It's all a counterpoint to the serious message: Thermoboard – UFH, it's what we do.
- › Site visitor engagement: input of entries and datacapture over several weeks. Popular feedback creates a short-list. Then a final poll finds the winner of free UFH products.

Result

- › Hundreds of entries and 000's of competition site visits over the campaign period.
- › Valuable opt-in contributions to email list-building for ongoing contact programme.
- › Multi-media campaign puts Thermoboard 'on the map' – fast.

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