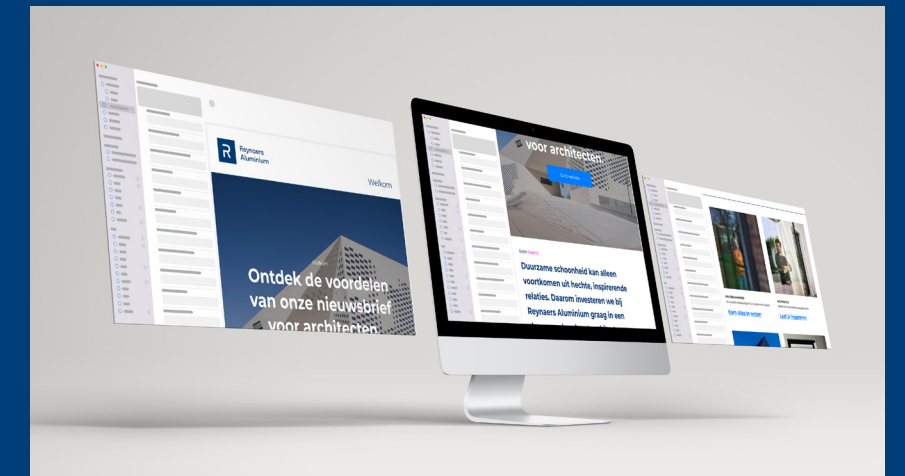
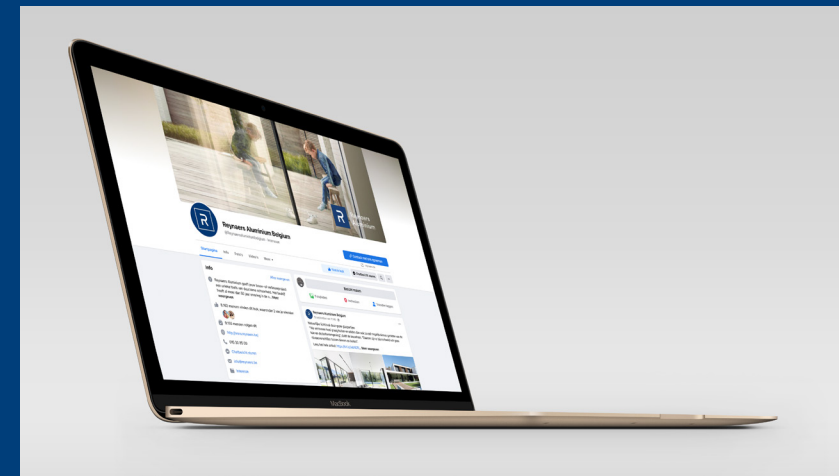
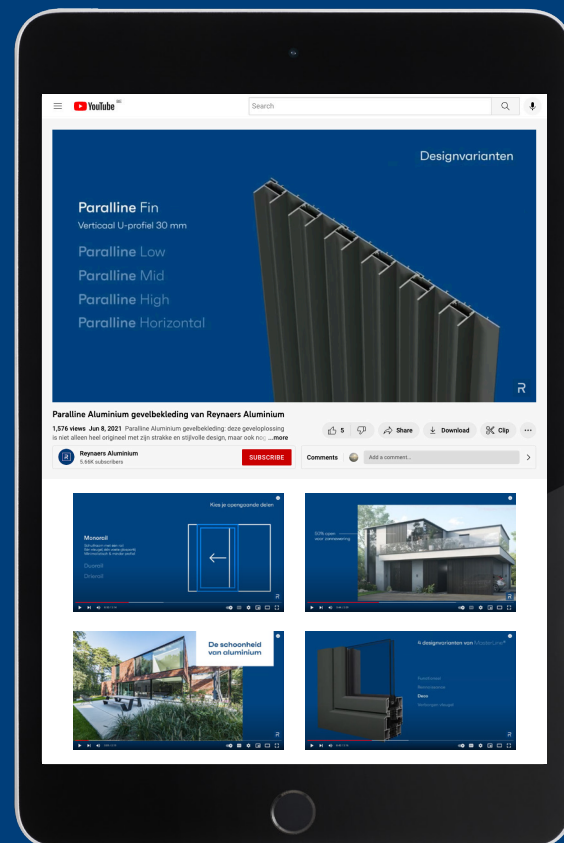
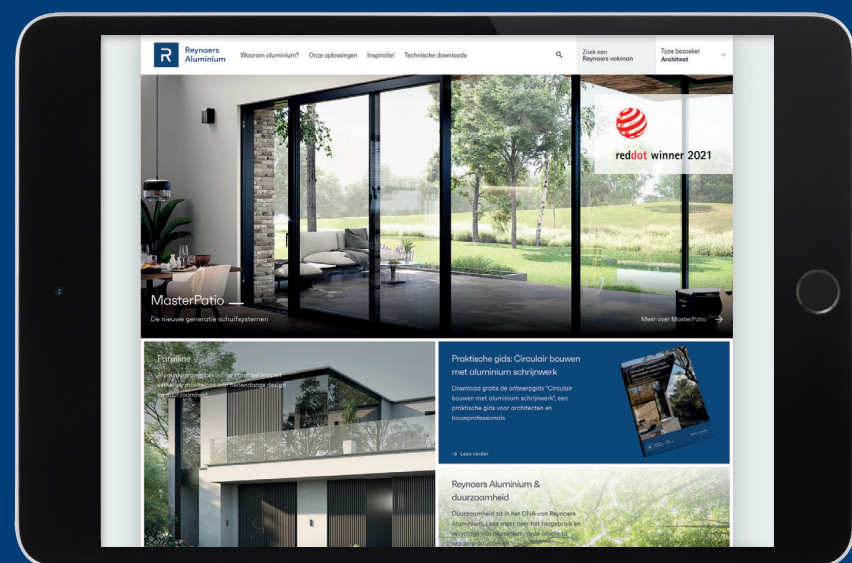


# Reynaers Aluminium's enduring beauty

## An overarching B2B and B2C campaign



How do you translate the sustainable beauty of Reynaers Aluminium systems and also get your audience to your professionals? By being present where and when it counts, with content that is pleasantly straightforward.



### Challenge

We needed to bring the consumer closer than ever to the Reynaers craftsmen, since the growth of the company is strongly driven by the growth of the whole network. In addition, we wanted to introduce the idea of 'sustainable beauty' in order to achieve greater brand awareness across the country.

### Strategy

We translated the new brand personality around the idea of 'enduring beauty' - representing the duality between the sustainable and aesthetic qualities of Reynaers Aluminium systems - into a visual corporate identity, tone of voice, a new logo, new photography and videos, which in turn were incorporated into a local and international branding guide.

Our touchpoint strategy focused on awareness on the one hand - with a significant increase in brand awareness and perception - and on activation on the other hand, especially in view of important decision moments of the consumer - with more traffic to the Reynaers craftsmen and ultimately more conversions as a result. The main applications we chose were: an always on campaign, display advertising, radio, print, out of home, social media content, leaflets and POS material.

## RESULTS

**Brand awareness**  
+26.5% in direct online traffic

**Number of activations**  
29% more hard conversions (such as quote requests)  
109.4% more soft conversions (downloads of the inspiration book)

