



“Roofmate, as the name very much implies, is a Styrofoam product designed specifically for industrial and retail space roofs. In the insulation market it had no competition in terms of similar insulation products. In fact, as our strategic development process ultimately revealed, its only real competition was the weather. For this campaign, we hired animator Bob Fortier and challenged him to come up with characters that would represent the seasons, and the various tortures to which a Roofmate-insulated roof would be subjected.

The Dow client was literally blown away with this concept and so were the resellers, architects, spec writers and builders to whom the campaign was directed. This campaign was also unanimously selected as the B-to-B campaign of the year by DMB&B Creative Directors. And that was cool, but what was even cooler was a 23% increase in sales volume over the next year, thus proving again that good creative thinking really can impact positively on sales and dramatically build brands.

*If you'd like to have this level of strategic & creative thinking working for you, we should have a chat.*