



FRANCHISE/DEALER GROUP CASE STUDY

CERTAINTEED

THE CLIENT

CertainTeed Corporation is a North American manufacturer of building materials for both commercial and residential construction. CertainTeed products are sold through a variety of retail facilities including Lowes, Home Depot, Home Hardware, and Kenroc.

THE OBJECTIVE

CertainTeed was looking to increase both foot traffic, average cheque and order volume across 16 Kenroc locations (Kenroc Building Materials Co. is a retail network that sells building materials to contractors and builders in Western Canada). In 2016 and 2017, CertainTeed ran a contest that rewarded customers for increased purchase frequency and large purchase volume. However, in the two previous years, these contests we supported solely by in-store initiatives.

While the previous campaign iterations helped increased order volume, both CertainTeed and Kenroc turned to Brickworks to significantly improve contest performance.

THE STRATEGY

To improve contest awareness, enrollment, and order volume, Brickworks focused on the following:

- Audience Development: Understanding each target user type, their needs/pain points and the steps they take on their path to purchase
- Store-level Communication: Connecting with store-level contacts (i.e. manager) to understand unique needs/opportunities in each local market

After gaining a strong understanding of the target audience, the path to purchase and unique market opportunities, Brickworks delivered a digital marketing co-branded program on behalf of both CertainTeed and the local Kenroc locations. These campaigns were optimized based on local and national insights, and delivered through the following vehicles:

- Digital:
 - Google Search Network
 - Google Display Network
 - Facebook
 - Conversion Optimized Landing Page
- In-store:
 - End Caps
 - Counter Mats
 - Shelf Talkers
 - Banners

Because our target audience spends a considerable amount of their professional and personal time on their phone, we adjusted our digital bids to ensure maximum mobile exposure.

THE RESULTS

When compared to previous iterations, the 2018 Kenroc 'Finish a Winner' contest was a great success. In addition to a **700% growth** in impressions, the campaign reached the following milestones:

- **Enrollment:** Contest entries increased across all locations by an average of 73%
- **Order Volume:** Order from Kenroc stores increased by 63%
- **Average Cheque:** With a \$200 minimum for contest entry, the network's average sale increased by roughly \$18.75 during the campaign

