

CAMPAIGN OVERVIEW



Utilizing a mix of email, programmatic ads, Google responsive ads and Instagram carousels, the James Hardie Reveal Panel System campaign engaged multifamily architects with vibrant imagery and a promise of more information about a new, high-end architectural siding panel called Reveal. CBD's digital and media teams pinpointed these architects online and developed a visually robust microsite for the campaign that drew them into the Reveal Panel System story, providing them with the technical information and resources they were looking for.

Ultimately, CBD positioned the Reveal Panel System as offering a combination of benefits previously unavailable in the marketplace. It provided a high-end panel aesthetic and protected the architect's unique vision, allowing them to stay true to their creativity while constructing a building that would stand the test of time.

BUSINESS CHALLENGE AND OBJECTIVE

James Hardie, the world's largest home siding manufacturer, asked CBD Marketing to help them launch a new, high-end architectural siding panel called Reveal. They wanted the launch to drive awareness and consideration of the Reveal Panel System and the James Hardie brand amongst multifamily architects nationally. However, their launch budget was limited.

MARKETING OBJECTIVES

- Achieve top-of-mind awareness for Reveal
- Be laser-focused on reaching the most desirable architects and firms
- Drive traffic to the Reveal landing microsite



STRATEGY

OUR TARGET

Multifamily architects and designers who specify exterior products for residential buildings

KEY AUDIENCE INSIGHTS

- Highly intelligent professionals who are visual and tactile learners
- Voracious consumers of design content
- In step with technology advancements in products and systems

OUR ACTION PLAN

- Go to market with a compelling awareness campaign
- Create a highly visual and engaging campaign landing page that told the Reveal story to multifamily architects in a relevant and compelling way
- Utilize mediums they currently use to retrieve product information and inspiration: websites and email
- Create impactful reach and frequency to multifamily architects nationally



EXECUTION

MOBILE GRID TARGETING

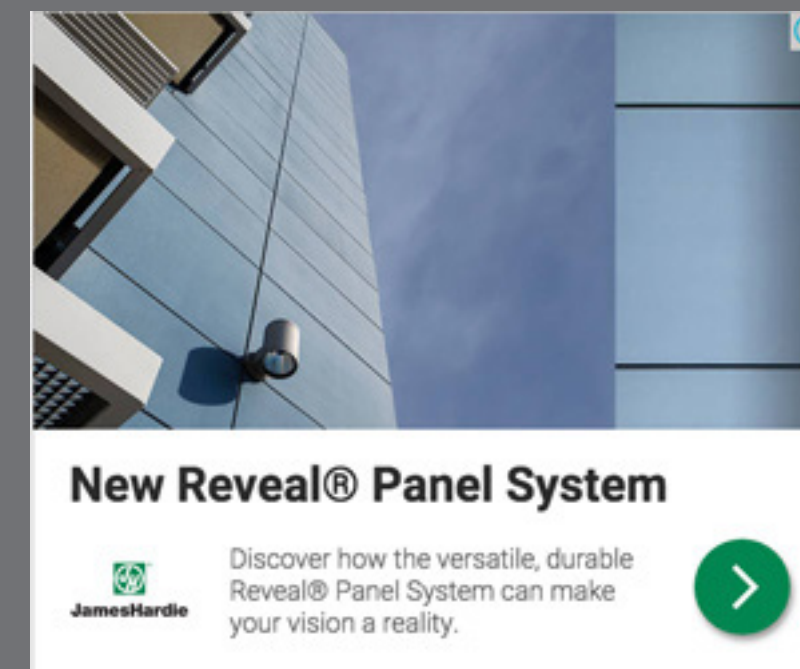
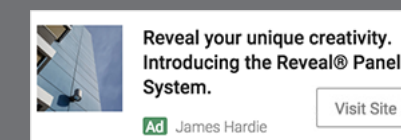
Mobile footprints allow a mobile device ID to be tied to a physical location, such as an architecture firm. Using this innovative technology, we created a pre-qualified profile demo (B2B) in top markets nationwide. 30,239 architecture firms were targeted directly with display ads on mobile devices.

GOOGLE "RESPONSIVE" ADS

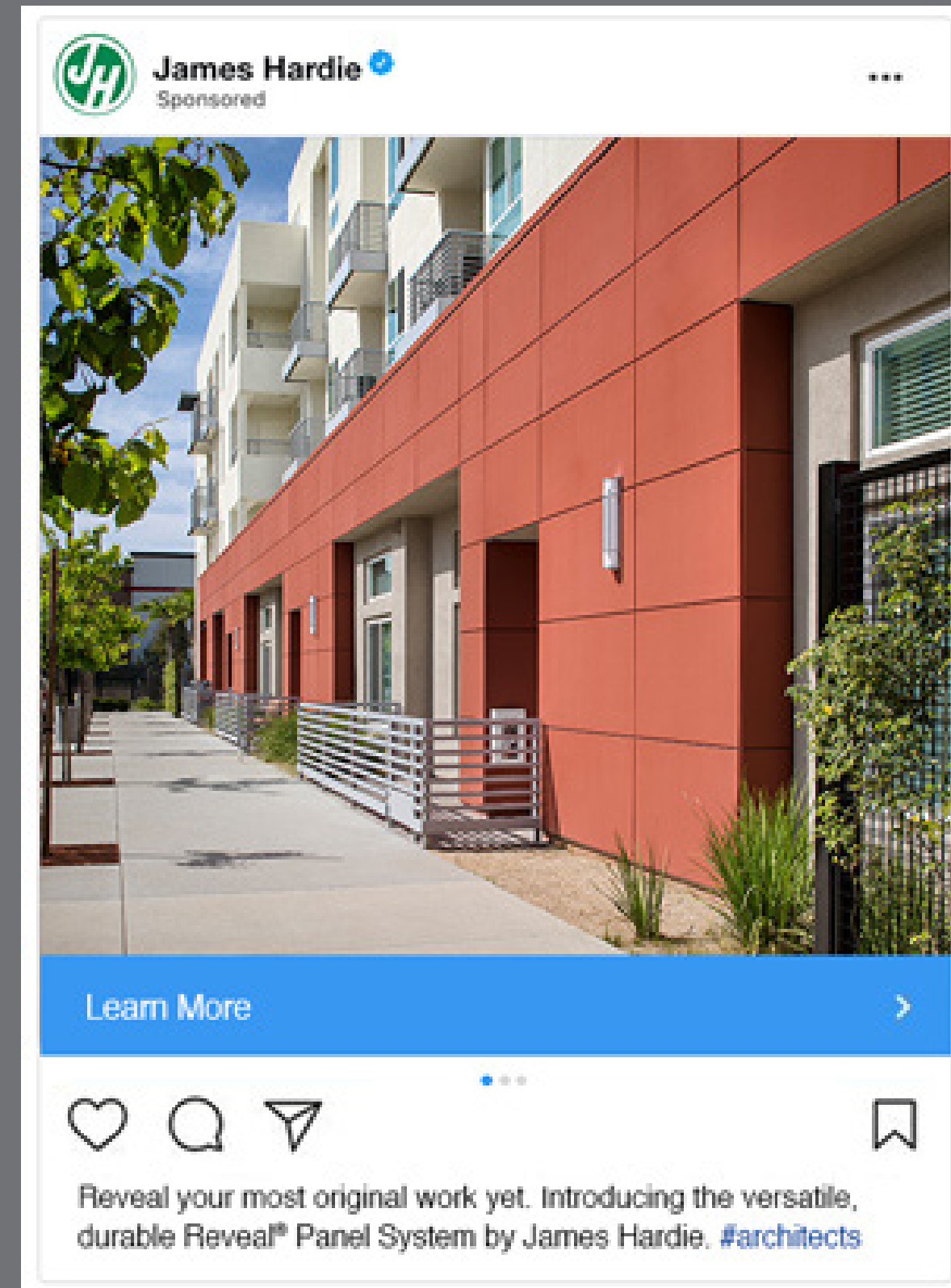
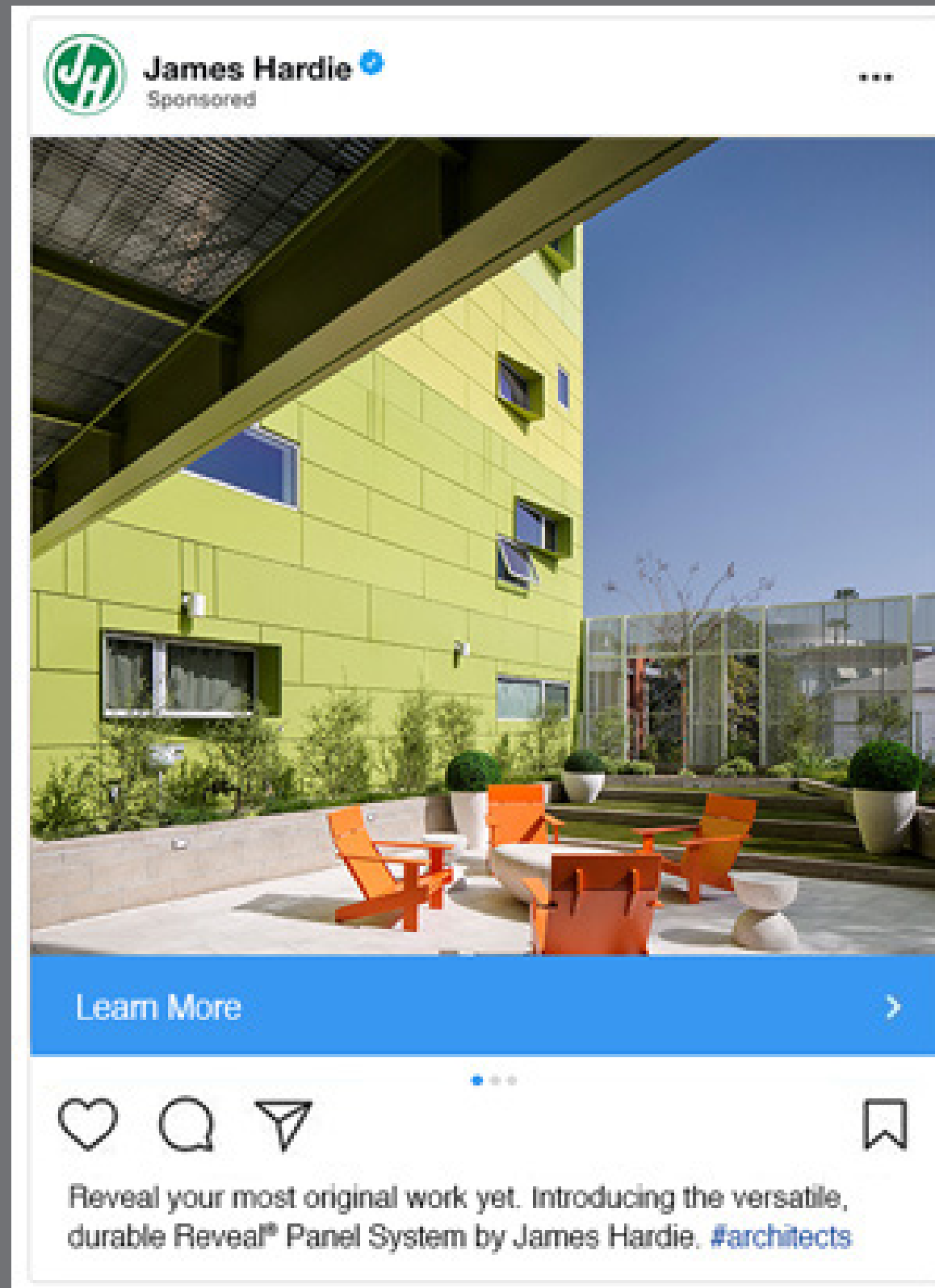
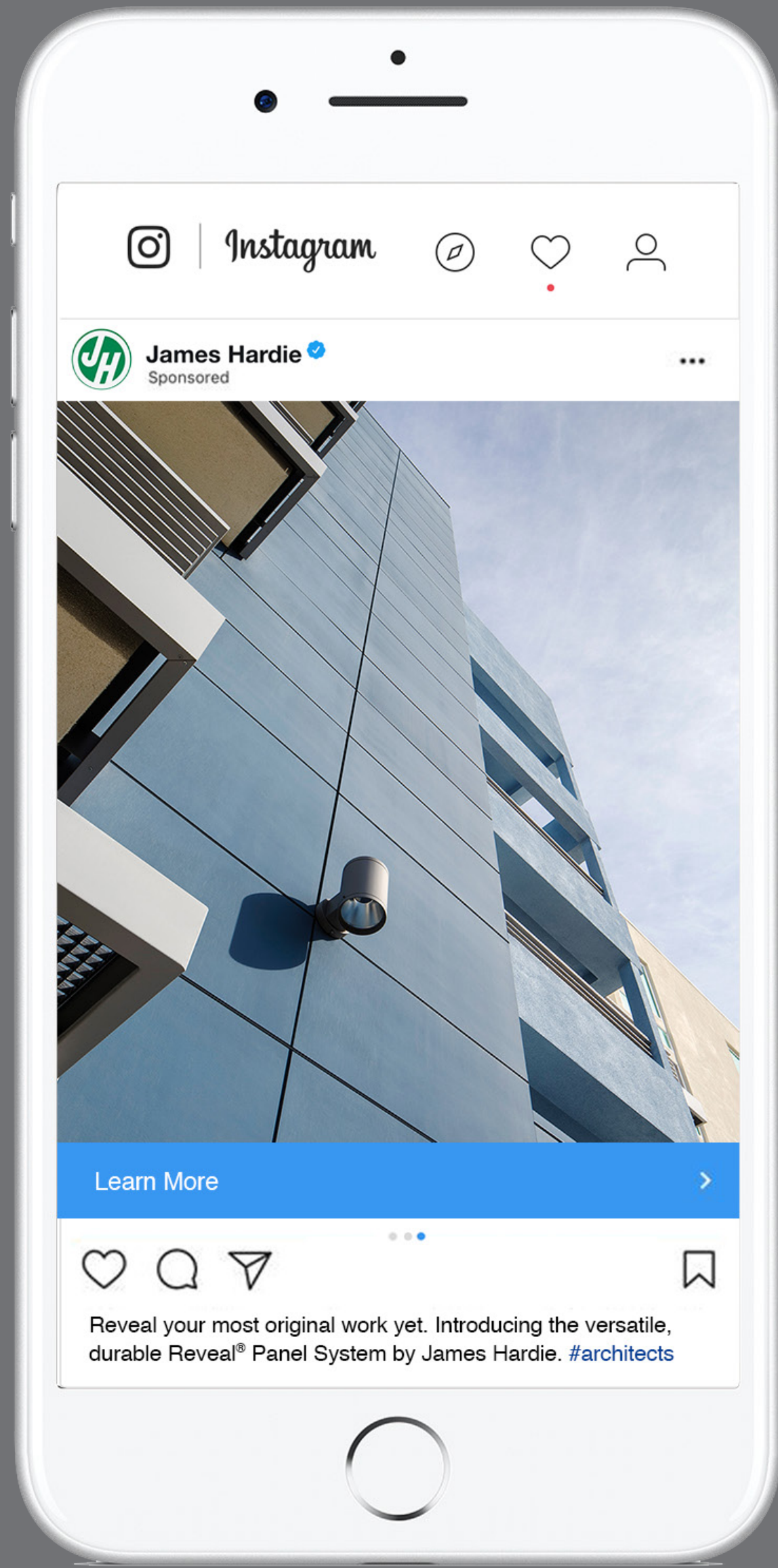
Powered by artificial intelligence (AI), these display ads automatically adjust their size, appearance, and format to fit the available ad space within the content on a website. Our display ads automatically transformed to fit precisely where needed on a variety of relevant architecture and design websites.



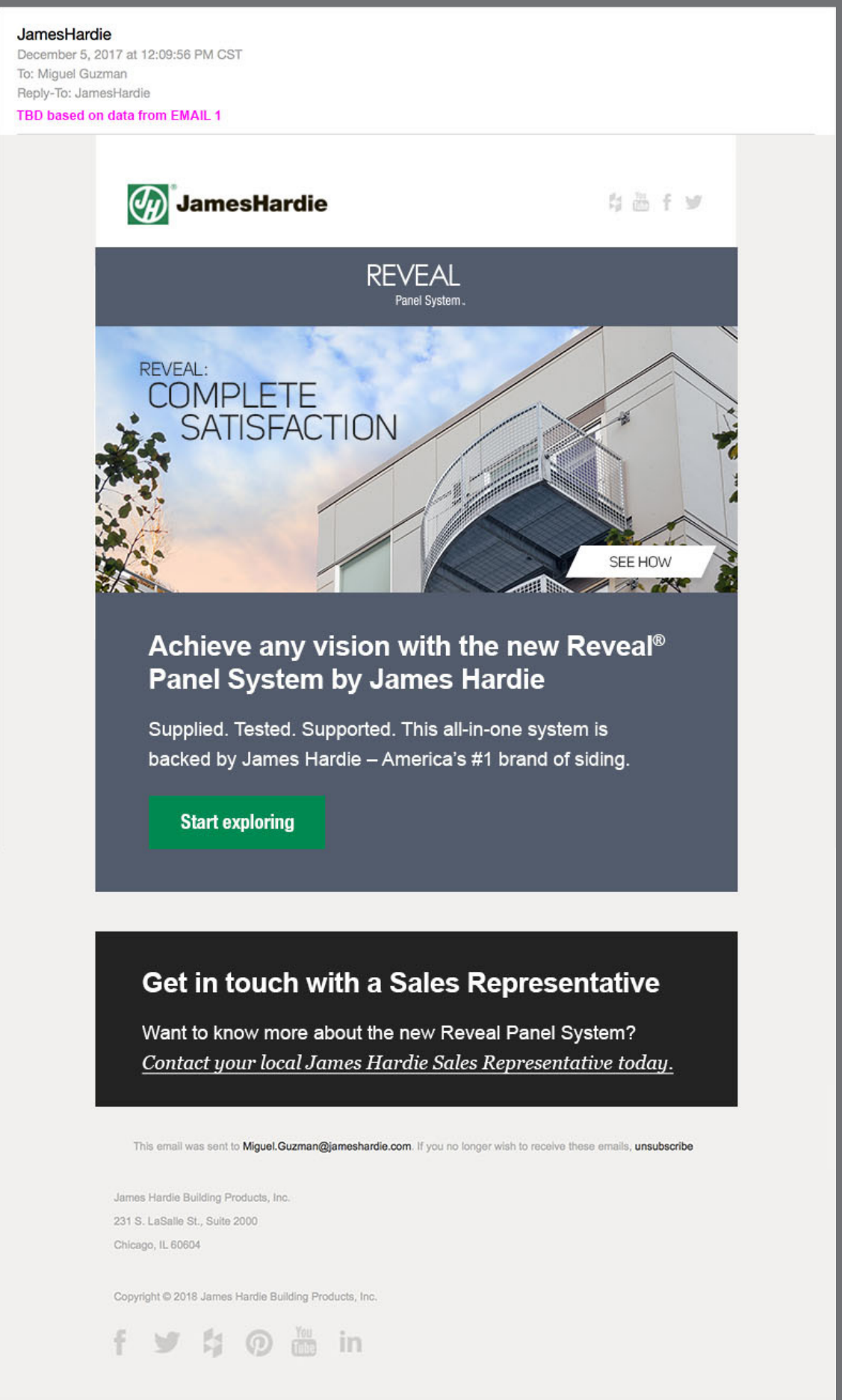
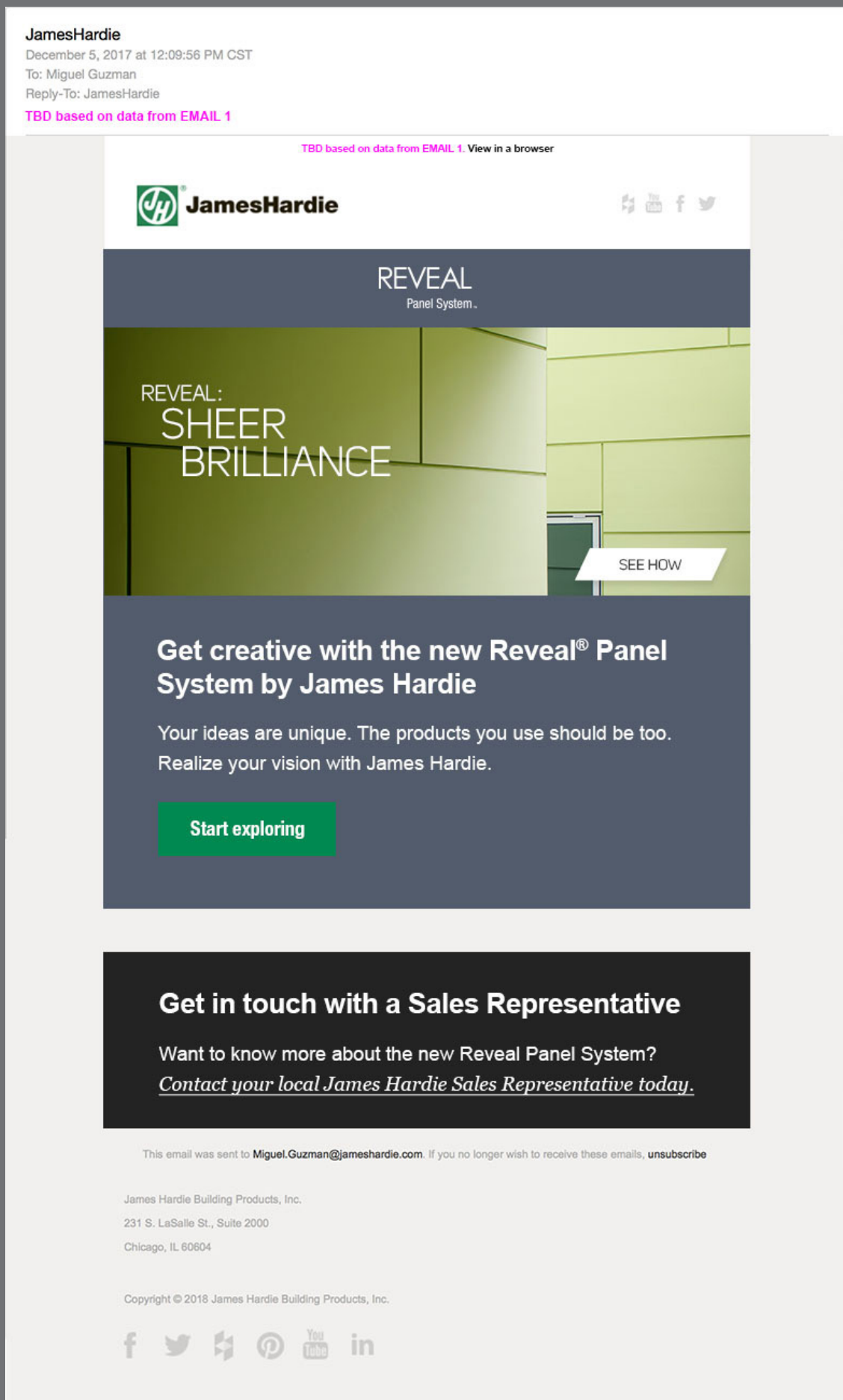
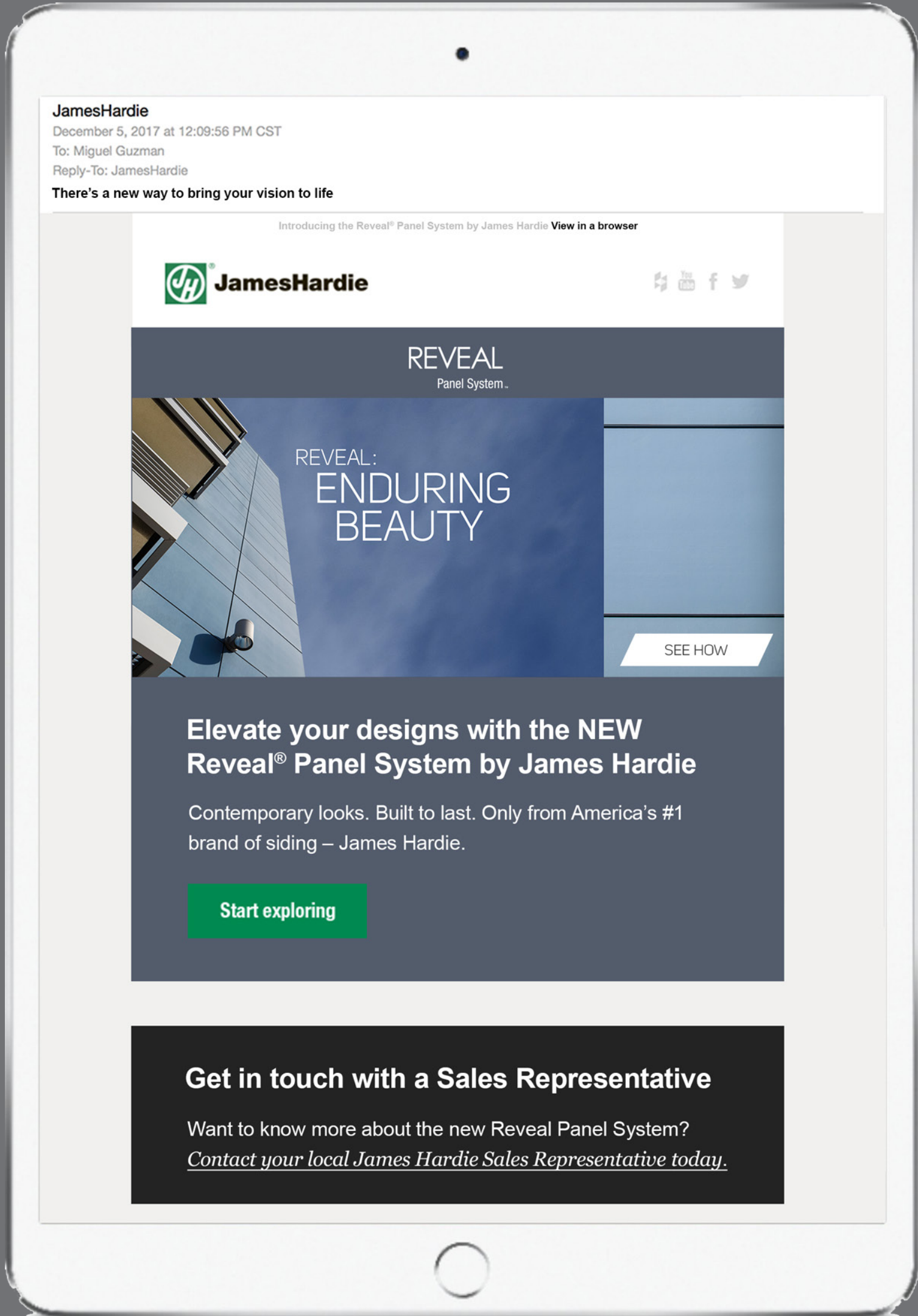
BANNER ADS



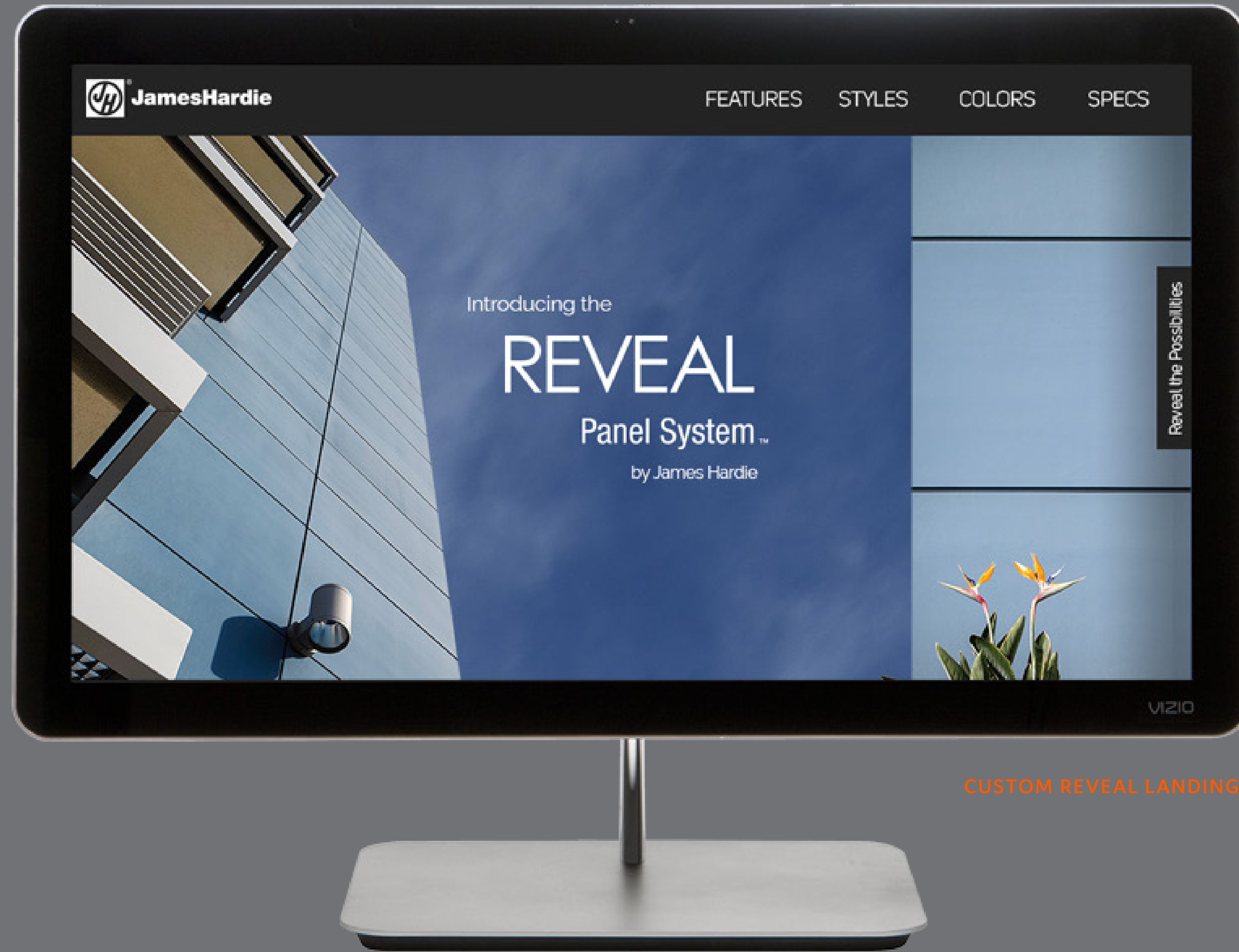
GOOGLE "RESPONSIVE" ADS



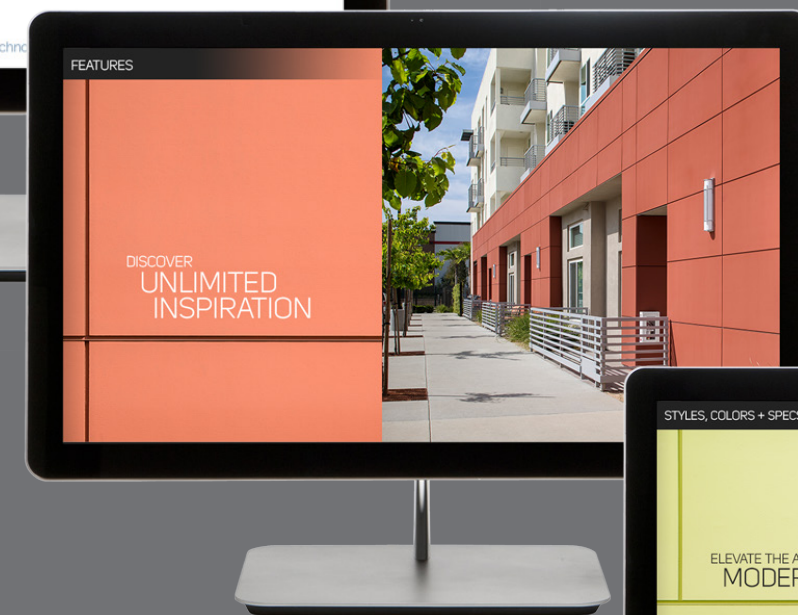
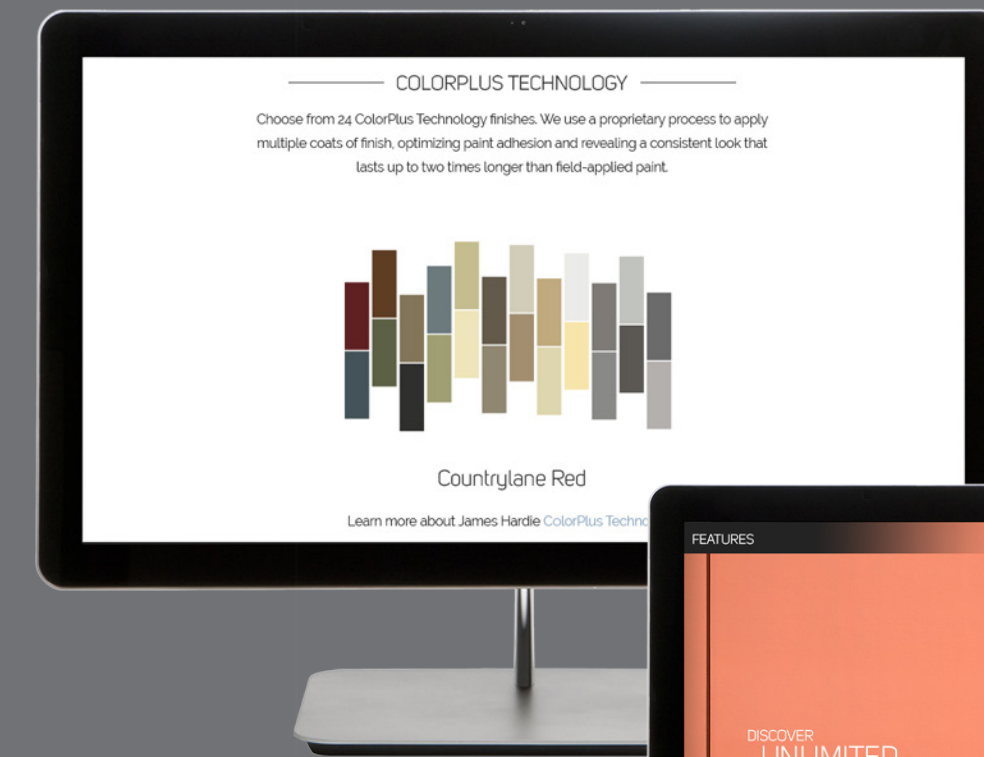
INSTAGRAM CAROUSEL



CUSTOM EMAIL BLASTS



CUSTOM REVEAL LANDING PAGE



RESULTS

Despite the limited budget, CBD created a launch program for James Hardie that reflected the beauty of the Reveal Panel System and exceeded the national awareness and reach goals for the campaign.

IN ADDITION, CBD:

- Achieved universal reach against multifamily architects
- Kept Reveal top of mind by reaching targeted architects 10 times over a 10-week period
- Achieved high levels of engagement, nearly doubling campaign CTR goals and the B2B industry average
- More than tripled the benchmark for impressions and landing microsite traffic
- Measured significant spikes in Reveal-related online discussions once the campaign ended

Overall, the launch was so successful that James Hardie extended the duration of the campaign by several months. Today, the Reveal Panel System is well on its way to being a mainstay with multifamily architects.

