

NOT ENOUGH
SPACE?

VERTICALLY
THINK



RADSON 
The Warm Society

Time to think differently

WE BELIEVE IT IS TIME TO THINK MORE CREATIVELY ABOUT RADIATOR INSTALLATION, TO TAKE WARMTH IN AN ENTIRELY NEW DIRECTION

Not only will comfort be increased, the style of rooms will also be enhanced. All we have to do is move away from the tired, traditional views that limit the options you can offer your clients. Let's take heat higher, let's THINK VERTICALLY.

Backed up by the Purmo range of vertical heating solutions, we can inspire you to overcome all horizontal limits. We'll make it easy for you to bring the highest levels of comfort to new areas of your customers' homes. And as your partner, we will not only supply the right solution for the job, we also supply you with complete peace of mind. That's because like our products, our vertical radiators come with our renowned 10-year guarantee.

We THINK VERTICALLY when we think of the best heating solutions and our knowledge is always at your disposal. So, if you want to take indoor climate comfort to new heights talk to us. Together we can make it happen.

Campaign plan autumn 2008

We will continue with our high level of activities throughout Europe. The proven combination of a strong presence in the trade media, direct mail and point of sales material will strongly support the local sales initiatives.

MEDIA STRATEGY

Throughout the autumn we will maintain a strong presence in leading European trade magazines for installers, running inserts and double page ads. The communication will be focused on the great new possibilities the installers will have if they THINK VERTICALLY.



		August	September	October	November	December
Campaign plan – autumn 2008						
Insert	Wholesalers & Installers					
Double page spread ad						
Single page ad with brochure						
Web						
Direct mail						
In-store materials						
Direct mail		Journalists				

**VERTICALLY
THINK
CALLEY**

Inspire your customers to THINK VERTICALLY too

To support our local sales initiatives we are introducing a series of eye-catching marketing tools that will inspire your customers to start THINKING VERTICALLY. The campaign will take this new way of thinking to all European markets.



AD
Double page spread ad in installer trade magazines will demonstrate the advantages of choosing vertical panel radiators for vertical spaces.

INSERT
To communicate the advantages of thinking vertically and the new possibilities it creates for bringing warmth to their customers, we will be placing inserts in leading trade magazines for the installers.

DIRECT MAIL
Direct mail will keep both you and the installers updated on the campaign and all related activities. These direct mailers will motivate the installers to THINK VERTICALLY and enable them to request additional information about our products and services. They will also invite you and your customers to enter a competition, providing you with the chance to win a fabulous IPOD touch.



WEB
Our continuously updated website includes all relevant campaign information and technical product specifications, as well as offering a range of useful downloads. During the campaign period we will also stimulate additional interest by running an exciting competition on the web.



IN-STORE
Stylish in-store material will be offered to support sales in your and your customers' showrooms.