ADEY Professional Heating Solutions

Pimp their boiler
The client

ADEY Professional Heating Solutions are the UK’s leading manufacturer of central heating magnetic filters, chemicals and cleaning systems for the domestic and commercial markets. Its key domestic product, MagnaClean® removes iron-oxide ‘black sludge’ from central heating systems, ensuring optimum performance, energy efficiency, less breakdowns and cost savings for homeowners.

Sold to independent central heating installers via plumbing merchants, over 5m homes in the UK and Europe have a MagnaClean® filter, which are traditionally fitted during a new boiler or central heating system install.
The challenge

Research identified that installers seldom fitted a MagnaClean® when undertaking a repair or a service in a customer’s home and with the onset of the key winter season, ADEY wanted to develop a campaign to reach and engage with installers. The goal was to promote the retrofitting of a MagnaClean® when in a customer’s home – driving additional product warranty registrations.
The solution

The team at Really B2B decided to convey the campaign message in a fun and engaging way, using tongue-in-cheek humour which was perfect for the heating installer audience. The campaign theme was loosely based on the bright and loud noughties’ MTV show Pimp My Ride hosted by rapper Xzibit, where contestants take a car in poor condition, restore and customise it.

Rendered graphics of boilers featuring spoilers, aerofoils and vinyls were used to visually illustrate how installers could 'pimp' their customers' boilers, increasing the boilers life, enhancing heating efficiency and reducing costs. And by association, installers would be 'doing their customers a favour', elevating the perception of the installer as a trusted tradesman and securing loyalty through customer satisfaction.
Target Audience

Typically run their own business

One or two man bands

Existing ADEY customers (known installers) and unknown installers

Aged between 30-50 years
Communication Channels

- Through leadership content
- Segmented emails in HTML format
- Dream direct mail targeting industry influencers
- Social posts & digital banners
Social posts

Infographic

Digital banners

Influencer direct mail pack

Bespoke series of "pimped boiler" visuals

#RetrofitAFilter
Campaign results

1.3% Paid social media click-through rate

460k+ Audience reach

5% Increase in YOY warranties registered

Gold
Best Use of Customer Insight - International B2B Marketing Awards
The Pimp Their Boiler retrofit campaign was hugely successful for the business. Brought to life in an incredibly engaging way which resonated 100% with our audience, it made a significant impact on product warranty registrations.

Senior Marketing Manager, ADEY