Glen Dimplex
Heating & Ventilation
Change It Up
The client

Glen Dimplex Heating & Ventilation (GDHV) is dedicated to the design, development and manufacture of sustainable and efficient heating and ventilation products and systems for residential and commercial buildings. GDHV are part of the Glen Dimplex Group (founded in 1973) who are now the world’s largest manufacturer of electrical heating. They also hold significant global market positions in domestic appliances, cooling, ventilation and renewable energy solutions.
The challenge

GDHV’s Zeroth Energy System uses less energy, removes building hot spots in communal areas, speeds up installation time, meets strict building compliance (SAP) regulations and also provides lower running costs and enhanced comfort for end-users/residents. But, as a brand new product of its kind and in a market where existing systems have been used for many years, there was a big challenge - how to create awareness and convince specifiers and installers to adopt the new technology.
The solution

At Really B2B, we devised a hugely successful campaign around the theme of ‘Change It Up’ to directly challenge current perceptions around ‘if it ain’t broke, why fix it’. The big idea also extended the conversation, discussing London’s need to build taller buildings, and how the Zeroth Energy System was the ideal solution.

Detailed persona insight, intelligent database segmentation, and a variety of communication channels were used to identify opportunities for GDHV. These ranged from CPD sessions, product demonstrations via GDHV’s Shoreditch-based Flame Studio showroom, and approved construction projects in the final stages of heating specification.
Target Audience

- Architectural firms
- Construction companies
- Property developers
- Mechanical and electrical engineering companies
- London only
Communication Channels

- Impactful direct mail
- Interactive landing pages
- LinkedIn InMail
- Telemarketing
- Thought-leadership content
- Personalised email – both plain text and HTML
Direct mail
1. Self-mailing package
2. Open mailer with instructions
3. Audience specific brochure
4. Pop-up desk lamp

Interactive/animated landing page

HTML

It's time for change

Change it up in London with The Zeroth Energy System

The benefits include...

High efficiency means lower OPEX for the system operators and lower bills for residents

The energy loop systems solve the problem of overheating by circulating water at 13-23°C instead of 65-85°C
Campaign results

347% of campaign SQL target

£12m+ in pipeline revenue

Silver

Best Multi-Channel Campaign

5,418% ROI

Based on expected-to-close revenue
Really B2B have proved how their creative and measured approach has supported the successful launch of Zeroth into the London market. As we continue to work and develop the qualified opportunities the campaign has delivered, we look forward to the next phase of the campaign.

Senior Channel Marketing Manager,
Glen Dimplex Heating & Ventilation