

mezzo.

01 FEB 2022
UNITWIST BUILD IT LAUNCH

Build It

Unitwist Launch

WWW.UNITWIST.CO.ZA
WWW.BUILDIT.COM



Strategy + Design

Build it Launch

Creating a launch campaign for Unitwist, Clickclose and Easybat, into Build it Stores Nationwide.

The goal of this campaign would be creating and packaging all the necessary marketing materials for stores and reps to use when marketing the products. In this media pack educational videos will be provided in addition to in-store materials, marketing materials and digital marketing materials.

Launch Materials

- Posters
- Flyers
- Trade Presenters
- Videos
- Social Content
- In-Store Displays

Impact

- Increased brand visibility
- Building brand synergy
- Increased engagement
- Growth of online influence





In-Store Display

We believe that in order for all of the Unitwist, ClickClose and EasyBat products to reach their full potential within Build it stores, they need to be presented in a manner that best showcases the purpose and benefits of each product.

All fittings, taps, stand pipes and bats will be showcased as well as their benefits. All facts & benefits will be visible on the header as well as the side flags.

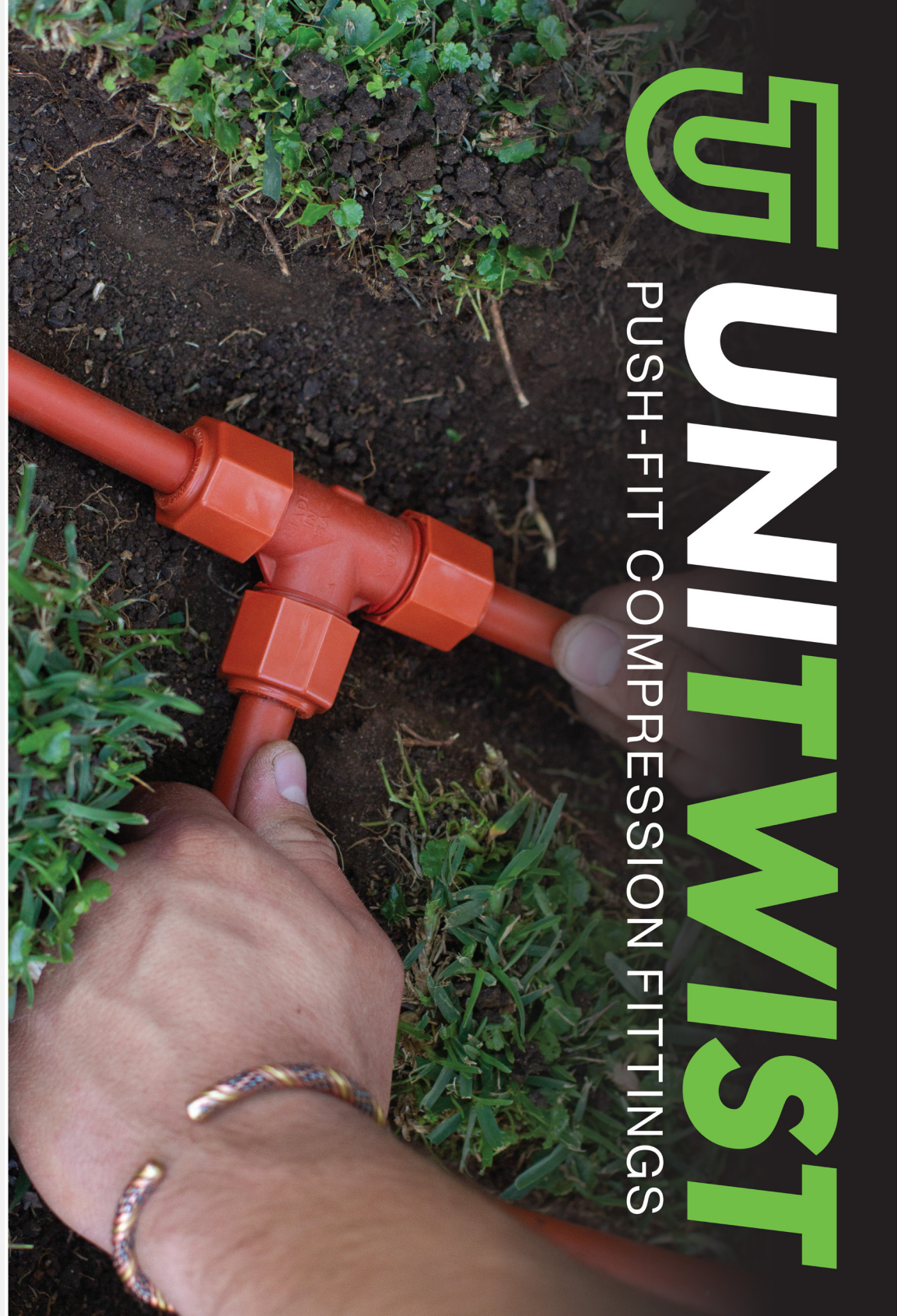


BRAND DISPLAYS




Build it

031 719 1759
www.buildit.co.za




UNITWIST


PUSH-FIT COMPRESSION FITTINGS




AVAILABLE IN
15MM & 22MM




HOT & COLD WATER




HIGH PRESSURE
SYSTEM



IN WALL, OUTDOOR
& UNDERGROUND



CAN BE HAND
TIGHTEND



ZERO SCRAP VALUE
LOW THEFT

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CLICKCLOSE



AVAILABLE IN
15MM & 22MM



HOT & COLD WATER



HIGH PRESSURE
SYSTEM



IN WALL, OUTDOOR
& UNDERGROUND



CAN BE HAND
TIGHTEND



ZERO SCRAP VALUE
LOW THEFT

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EASYBAT



AVAILABLE IN
15MM & 22MM



HOT & COLD WATER



HIGH PRESSURE
SYSTEM



IN WALL, OUTDOOR
& UNDERGROUND



CAN BE HAND
TIGHTEND



ZERO SCRAP VALUE
LOW THEFT

IN-STORE POSTERS

Above are the proposed poster designs to be displayed in Build It stores throughout the country.

LAMP POST ADVERTS

Build it

031 719 1759
www.buildit.co.za



UNITWIST
PUSH-FIT COMPRESSION FITTINGS


AVAILABLE IN
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CAN BE HAND
TIGHTEND


THEFT
ZERO SCRAP VALUE
LOW THEFT

Build it



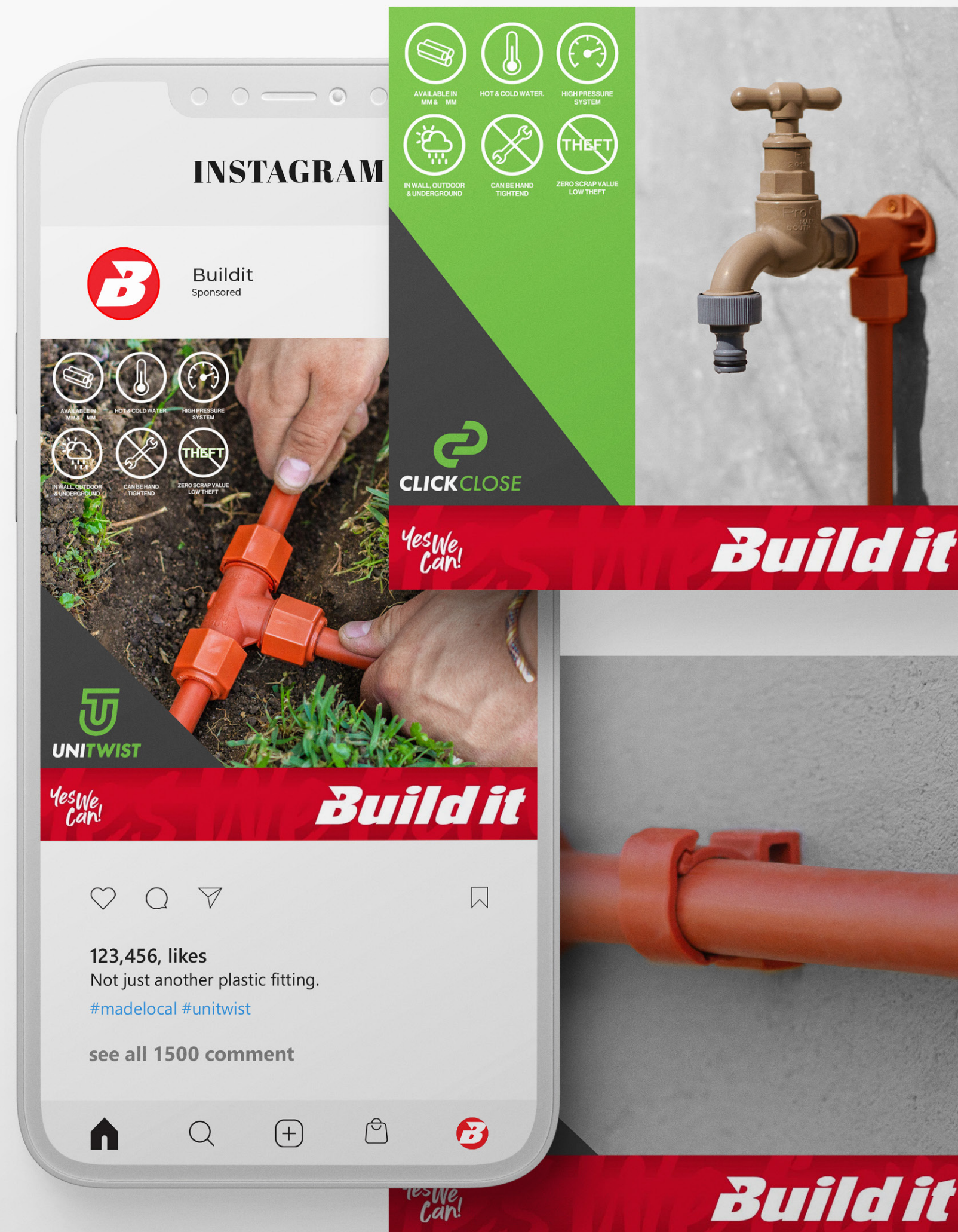
CLICKCLOSE

Build it



CLICKCLOSE


Digital Marketing




Digital Materials

Digital materials will be created with the Build it CI in mind. There will be a variety of content for all 3 ranges. The content will touch on the technical aspects of the products, giving customers more information on the brand and products. There will also be content that showcase each products that is offered in each range.


SOCIAL POSTS




AVAILABLE IN
MM & MM




HOT & COLD WATER.




HIGH PRESSURE
SYSTEM



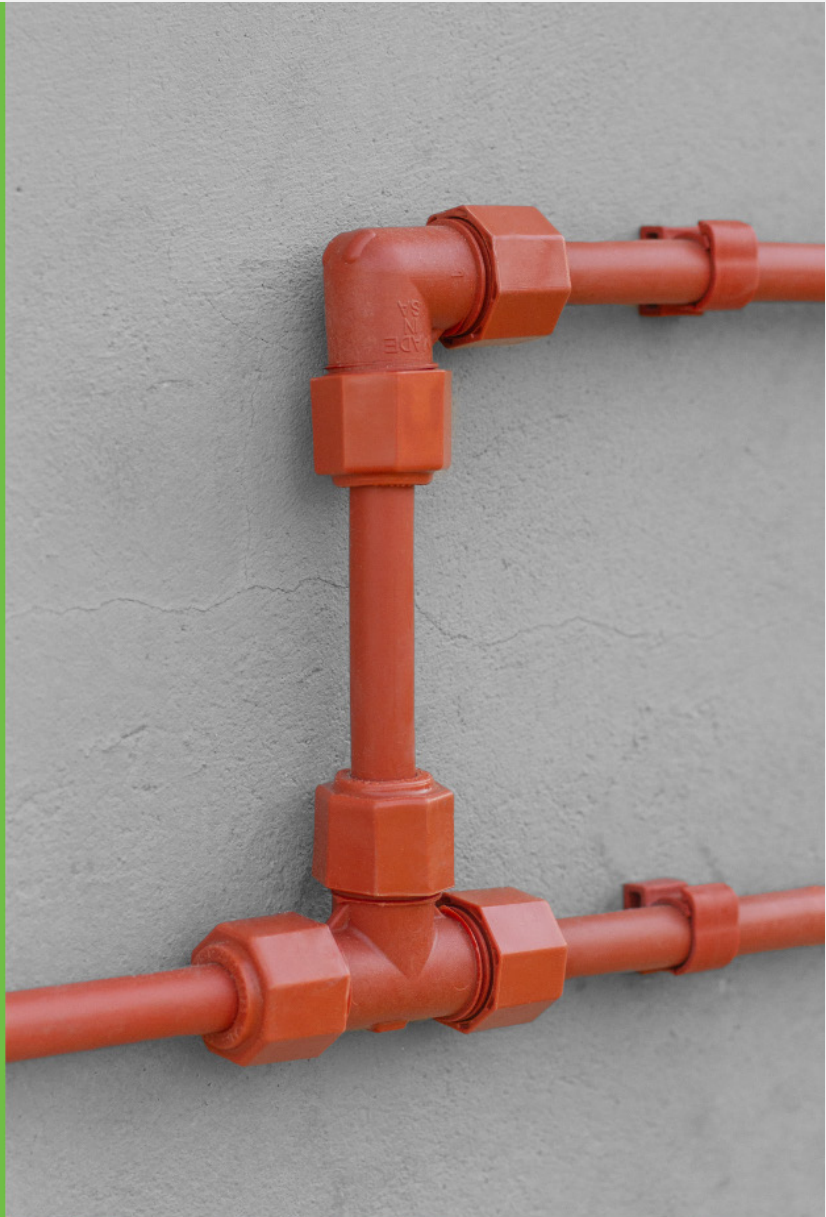
IN WALL, OUTDOOR
& UNDERGROUND




CAN BE HAND
TIGHTEND



THEFT
ZERO SCRAP VALUE
LOW THEFT





UNITWIST

Yes We Can!

Build it





**EASY
BAT**

Yes We Can!

Build it



AVAILABLE IN
MM & MM



HOT & COLD WATER.



HIGH PRESSURE
SYSTEM



IN WALL, OUTDOOR
& UNDERGROUND



CAN BE HAND
TIGHTEND



THEFT
ZERO SCRAP VALUE
LOW THEFT





CLICKCLOSE

Yes We Can!

Build it

Marketing Materials

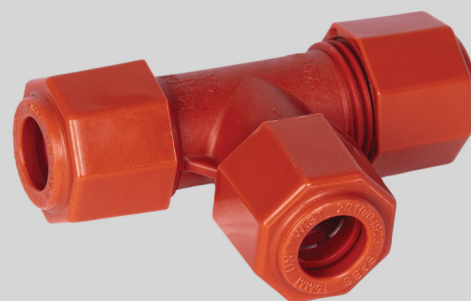
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UNITWIST
PUSH-FIT COMPRESSION FITTINGS

UT2040A
TEE CXCXC 15mm



THE O-RING

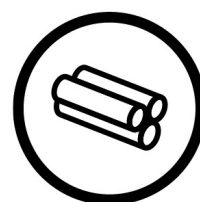
When the o-ring is pushed down by the power spacer, it's forced to compress inwards against the pipe. Sealing all imperfections therefore making the perfect seal every time.

THE GRIP RING

When tightening the nut, the grip ring is forced in a downward direction. This action drives the power spacer onto the o-ring.



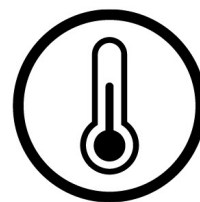
25 YEAR
GUARANTEE



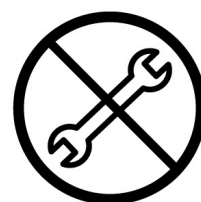
AVAILABLE IN
15MM & 22MM



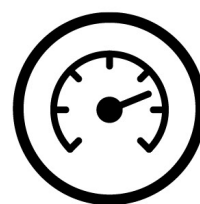
IN WALL, OUTDOOR
& UNDERGROUND



HOT & COLD WATER.



CAN BE HAND
TIGHTEND



HIGH PRESSURE
SYSTEM



ZERO SCRAP VALUE
LOW THEFT



CLICKCLOSE

GARDEN TAP



5 YEAR
GUARANTEE



AVAILABLE IN
15MM & 22MM



HOT & COLD WATER.



HIGH PRESSURE
SYSTEM



FOR INDOOR &
OUTDOOR USE.



CAN BE HAND
TIGHTEND



ZERO SCRAP VALUE
LOW THEFT



C15SP
Stand Pipe 15mm
PC22SP
Stand Pipe 22mm



PCST15
Stop Tap 15mm
PCST22
Stop Tap 22mm



PC15ST-SH
Shower Stop
Tap 15mm



PC15PT-W
Pillar Tap 1/2"



PC15BT-LW
Bib Tap 1/2"

Build it

BUILD IT LAUNCH

Trade Presenters

Trade presenters are are a key point of contact between the DC and stores.

Therefore we have created trade presenters for each brand. We can also created specific trade presenters that only focus on specific products if that is needed.

mezzo.



MARKETING BOX

BUILD IT LAUNCH

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Project Timeline

	TBD	TBD	TBD	TBD	
In Store Display & Packaging	HEADER BOARD / SIDE FLAG / WOBBLERS / PACKAGING				
Traditional marketing	POSTERS / FLYERS / TRADE PRESENTERS / LAMP POST ADS				
Digital Marketing	SOCIAL CONTENT & VIDEOS				

Thank you.