

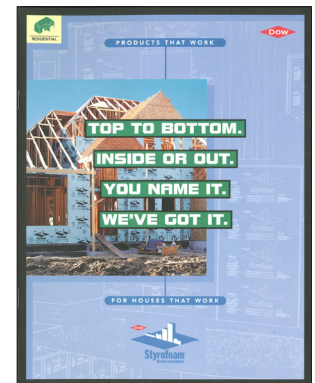
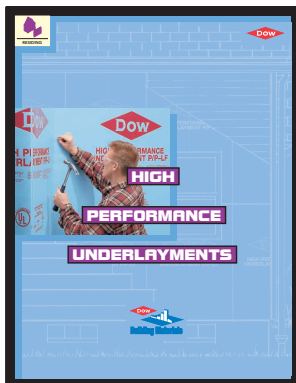
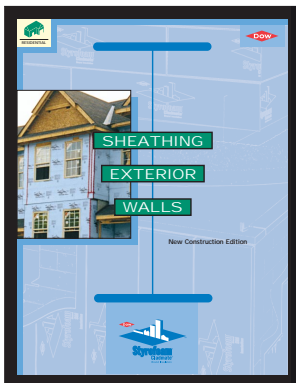
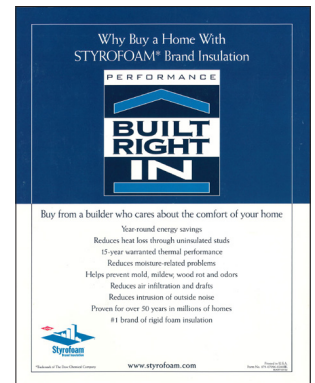
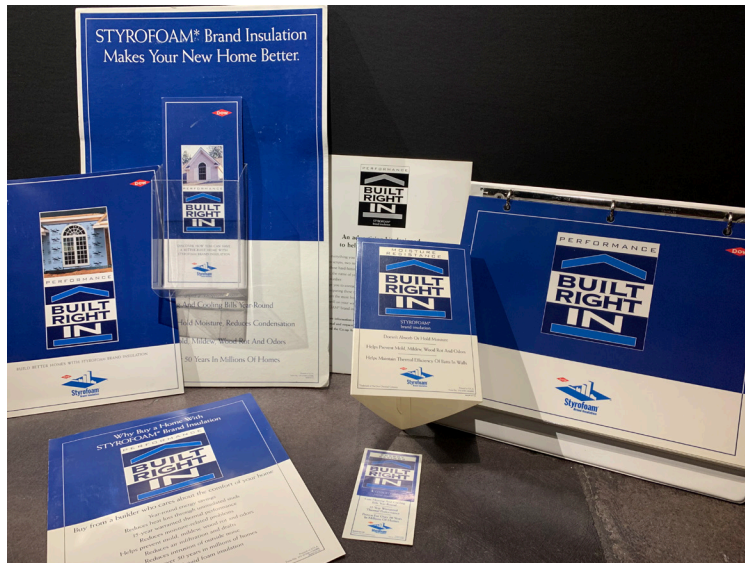
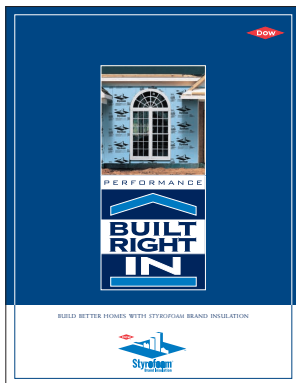


Providing Builders the Built-Right-In Program

One of the challenges of selling a product that sits behind the vinyl siding is promoting the importance of that product to home buyers. The Built-Right-In program gave home builders a tool that could be used in their model homes to stress the benefits of installing STYROFOAM® Brand Insulation in their builds.

Campaign Elements

- Built-Right-In Brochure | Counter Card with Pocket Brochure | Sales Presentation | Ad Slicks & Scripts
- Table Tents | Wall Poster | Window Clings
- Updated Collateral Program for the US & Canada
- 10 Minute Educational Video (not shown)



For More Information

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Bozell

AGENCY EMPLOYER