



## Linhart Public Relations/ Driving Building Products Demand

### Challenge

In a slow housing market, how do you sell building materials to architects, homebuilders and insulation contractors? Johns Manville tasked Linhart PR with driving product differentiation and demand through these channels

### Strategy and Action

- Earn at least 15 million media impressions in top-tier trade and consumer media
- Secure homebuilding industry and/or consumer product innovation awards
- Offer continuing education courses on green building and sustainability issues

### Results

- More than 17.5 million media impressions in top-tier target media
- JM's Gorilla Wrap product received awards including Top Product, American Building Product, 2007 Hot Product, Most Valuable Product, and Golden Hammer Award from various home, contractor and architect publications
- 26 architects took the JM-developed education courses during AIA and CSI tradeshow, earning education credits required by the organizations to maintain membership

