



Imagination. Integration. Innovation.

Creating & Delivering Complete Integrated Marketing Solutions

Social Interaction, James Hardie® Satisfaction



Banner Advertising



Direct-to-Consumer Post Card and e-Mail campaigns



James Hardie Siding Channel on YouTube©



Vertical Marketing Network launched James Hardie Building Products into the world of digital engagement media and social networking. The year-long communication strategy fast-tracked James Hardie into becoming the category innovator utilizing FaceBook©, Twitter™ and YouTube©. Together we reached new heights with the viral and virtual testimonial video contest: "Why I Love My Hardie Home!" The results – new "social status" for James Hardie as the building industry's leader in the social media space with a strategy that connects them in meaningful ways with consumers, along with builders, contractors, and distributors.



VERTICAL SOLUTIONS