



#NotaHörmann promotional campaign
September 2022
Final

#NotaHörmann – not all garage doors are the same

Always looking for innovative and effective ways to support the sale of their garage doors through their network of dealers, Hörmann UK have launched a comprehensive social media campaign targeted at the end consumer. Highlighting some of the key features that make Hörmann sectional garage doors stand out from the crowd and emphasising the fact that not all garage doors are the same, the promotion started in early August.

Using the tag line 'Don't settle for #notaHörmann,' the campaign has been running over paid and organic social media focusing on Facebook, Instagram, and Twitter, backed up with paid search PPC (pay-per-click) advertising. Early results have been impressive with over 39,000 views of Hörmann's new, fun promotional video ' #notaHörmann' in the first two-weeks. Visitors to the Hörmann website over the same period, who have clicked through from the social media posts, have exceeded eight thousand.

Commenting on the campaign, David O'Mara at Hörmann, "Supporting our network of dealers is key to our combined success and we are always looking at new ways to engage with the end consumer to make sure they choose the right garage door. Social media has certainly opened up a very targeted way of connecting with a large audience, which has very quickly provided striking results whilst building the Hörmann brand.

Anyone who hasn't yet seen our #notaHörmann video should visit the Hörmann UK YouTube channel and keep an eye on our social media sites for further promotional activity in the coming months."

The #notaHörmann promotional video is also available for Hörmann dealers to use in their promotional campaigns and showrooms. Copies are available on request from the Hörmann Marketing Department - email Marizel Le Roux (m.leroux.lei@hormann.co.uk).

For further information on Hörmann garage doors visit [Garage Doors across the UK | Hörmann \(hormann.co.uk\)](#) or call 01530 516868

-ENDS-

Issued by on behalf Parkgate Communications on behalf of Hörmann UK. For further information contact Sheila Normington on 07990 636398 or email sjnormington@outlook.com.