



Hörmann Truedor Social Media Campaign
DIJ Summer Issue

**‘Hörmann Street’ –
A Bold New Social Media Campaign for Hörmann Truedor Composite Doors**

Hörmann UK has been busy on location filming an ambitious and engaging new social media campaign designed to bring its Hörmann Truedor composite door range directly to the end consumer.

Filmed over two days, the campaign titled ‘Hörmann Street’, is humorous, distinctly British and intentionally familiar – inspired by soap style storytelling and recognisable street characters. The series captures the daily lives, relationships and emotional conflicts of a recurring cast of characters. Featuring moments of romance, family drama, betrayal and suspenseful cliffhangers, each episode cleverly weaves in the key features and benefits of Hörmann’s Truedor composite doors.

A total of five, 30 second episodes have been created and will appear across Hörmann Truedor’s Facebook, Instagram and YouTube channels. The campaign will be launched at the beginning of July and is aimed squarely at building homeowners’ awareness of the Hörmann Truedor door range, and ultimately generating high-quality, live enquiries for Hörmann Truedor’s growing network of installers.

As part of the campaign journey, viewers will be encouraged to locate their nearest installer using the new Hörmann Truedor installer finder on the company’s website. From there, they can either contact installers directly by phone or submit a simple online enquiry form.

David O’Mara, Marketing Manager at Hörmann UK, comments: “This latest end-consumer social media promotion follows on from the success of our ‘Door Secure’ campaign, which promoted our RollMatic roller garage doors. From that initiative, we learnt that homeowners respond particularly well to humorous, well-produced video content that combines engaging storylines with relatable characters. The results were exceptional, with sales of our RollMatic range increasing by 35%.

‘Hörmann Street’ builds on that success. It’s designed not only to entertain but also to create a strong pipeline of enquiries for our composite door installers. Importantly, no other

entrance door supplier in the UK market is currently taking such an innovative and creative approach to engaging with homeowners.

Attendees at our recent Hörmann Truedor roadshows were given an exclusive preview of the campaign, and the reaction was overwhelmingly positive, with everyone being impressed by the concept and execution. This campaign forms a key part of our wider strategy to generate additional sales while continuing to expand and support our installer network across the UK.”

With its innovative storytelling approach and clear focus on consumer engagement, Hörmann Street represents a fresh and creative step forward in digital marketing within the door and glazing sector.

To view the campaign showreel [click here](#) or scan the QR code.

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