

SUCCESS STORY

LIQUID NAILS® FUZE*IT®

NEW PRODUCT LAUNCH

hfa

Launching a game-changer

Liquid Nails Brand needed to build awareness and drive conversion of Fuze*It, its new all-surface construction adhesive available exclusively at The Home Depot.

hfa created an integrated campaign that demonstrated how Fuze*It conquers seemingly impossible jobs that send lesser adhesives running.





**\$3
MILLION**

50K

3%

12-month sales goal surpassed
within 3 months of launch;
sales goal beaten by 3X

Unique visitors
to the website

Conversion rate through
the “Buy At The Home
Depot” button







To help drive your brands and business, please call Keith.



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