



# Ambient Timber Windows & Doors

The Sound of Silence

## Social Media Pack

Introducing a range of certified noise reducing timber windows and doors designed to restore peace and quiet in the home. The campaign will promote the health and wellbeing benefits of **certified** noise reducing window.

**#soundofsilence**

**Campaign Start Date: 17th September 2018**

### Objectives:

- o To uncover the health and wellbeing effects of noise
- o To demonstrate the importance of windows in noise reduction of the home and identify the need for noise reducing windows in the home.
- o To introduce Ambient Timber Windows & Doors; a range of certified noise reducing windows
- o To promote the benefit of a third party certified noise reducing window

### Target audience:

- o Homeowners in urban areas
- o Homeowners perhaps unaware of the damaging effects of noise in the home
- o Both new build and replacement market

### Social media content:

A selection of four images provided for your use on social media platforms. Available for use on facebook, twitter, instagram in line with the guidelines set

### How to use this content:

- o Language and tone to be tailored to your own tone/language/style to reflect your brand as required
- o Content can be used on one of more of the set platforms at a time of day that best suits your audience
- o Ensure that Bereco are tagged in each social media post
- o Campaign hashtag #soundofsilence to be used with each post



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## Social Media Posts:

Your pack contains the following posts in all formats: Facebook, Twitter, Instagram.  
Posts have been created for Bereco Approved Installers only.



SOS1

Create a Healthy Space by making your home your Quiet Place



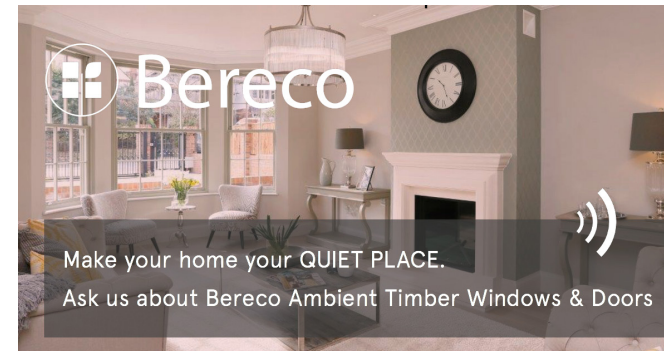
SOS2

Rediscover the Sound of Silence



SOS3

Sleep Safe and Sound



SOS4

Make your home your Quiet Place

## Best Practice:

- o Include a relevant link to either your own website where Ambient Range approved content is housed or to [www.bereco.co.uk/ambientwindows](http://www.bereco.co.uk/ambientwindows)
- o Use hashtag #soundofsilence in combination with other relevant hashtags
- o If you wish to include your own branding on the social media posts please ensure this is dual branded.