

**Client**

Sandtoft Roof Tiles

**Discipline**

Creative

**Description**

Leading roof tile manufacturer Sandtoft were looking to promote a revolutionary small tile capable of being used at previously unheard of pitches and looked to Manifest to develop the campaign.

**Execution**

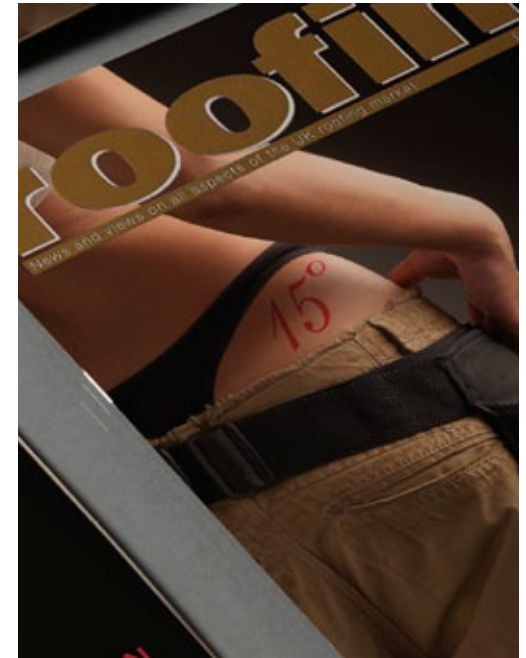
The chosen option featured the strap line 'how low can you go' and featured a workwoman with said tattoo on her nether regions. Used in advertising, POS, posters and various merchandising options this was a campaign that certainly got its message across to the target audience.

**Deliverables**

Art Direction  
Advertising  
Direct Mail  
Graphic Design

**Project**

How Low Can You Go Campaign



**Work.**

