



## Marley hits small screen

Marley Waterproofing has been featured in a high profile, multi-media ad campaign for Strongbow cider.

The ad, from communications agency St Luke's, celebrates the country's 'grafters'. Thousands of workers stand together while a main character addresses them, reminding them of the importance of their work. The roofers are carrying rolls of Marley Waterproofing felt on their shoulders.

The ad's premise is that Strongbow's refreshment is the reward for hard graft. The campaign runs until October.

[www.waterproofingdiy.com](http://www.waterproofingdiy.com)

DIY Week - 24 July 2009