## Smarter with SIEGENIA

# All systems go for their whimsical campaign

With five ingenious short videos, SIEGENIA is now promoting the qualities of its secured .night vent, TITAN vent secure. The cartoons show end users situations in which it is beneficial to leave the window open by a slight gap in a humorous way. Beside the classic benefit of protected ventilation when you are not at home, less obvious scenarios are also presented here – ranging from the reluctance of people living on the ground floor to sleep with the window open, anxiety about the ingress of driving rain, to the protection of pets which could get caught in tilted windows.

The short videos can currently be seen on social media like Facebook or Instagram and are linked to their own purpose-built website [www.schlauer-mit-siegenia.com](http://www.schlauer-mit-siegenia.com). On the site, end users can obtain more detailed information on TITAN vent secure and competent providers in their vicinity. The videos defining the added values of this innovative solution can also be found there.

#### Attractive business opportunity

Partners of the company will benefit with new business opportunities from the novel campaign. To support their sales activities,they will receive flyers for targeted customer contact from their contact partner at SIEGENIA. Furthermore, they can make visitors to their showrooms aware of the various added values of this solution using the five videos.

#### Captions

Image database: SIEGENIA

*Image I: SIE\_Schlauer mit SIEGENIA\_1.jpg*

With five ingenious short videos, SIEGENIA is now providing information on the qualities of its secured night vent, TITAN vent secure. The website [www.schlauer-mit-siegenia.com](http://www.schlauer-mit-siegenia.com)

has been set up as support.

*Image II: SIE\_Schlauer mit SIEGENIA\_2.jpg*

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