



S H E L T O N G R O U P

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## Shelton Group Tapped as Knauf Re-insulation Agency

*Knoxville, Tenn.* – Shelton Group announced today the expansion of its account roster with the addition of Knauf Insulation, an international insulation company headquartered in Germany, with American headquarters in Shelbyville, Ind., which manufactures thermal and acoustical fiber glass insulations for residential, commercial, industrial, marine, original equipment manufacturer and metal building applications.

Shelton Group will serve as the advertising and marketing agency for Knauf's re-insulation business and plans to develop a comprehensive campaign that focuses on convincing homeowners to add insulation to their homes.

"We've done extensive market research and identified the best test markets, the best audience and the best message," said Shelton Group CEO Suzanne Shelton. "The audience and message are not what most people would expect from an insulation company, and the creative campaign is sure to get attention."

Starting in October, Shelton Group plans to test the Knauf re-insulation campaign in a few select markets.

Shelton Group's other accounts of note include BP Solar, Vectren and the American Institute of Architects.

Shelton Group implements its own annual, proprietary national consumer survey, **Energy Pulse** ([www.energypulse.org](http://www.energypulse.org)), which assesses the consumer mindset on energy, energy efficiency and conservation, including attitudes and purchasing behaviors relative to home-based energy use and other personal energy habits and influences.



"Our Energy Pulse study – now approaching its fourth year – continues to inform our clients and the industry as a whole when it comes to understanding what consumers are thinking about and wanting from energy-related companies and their products and services," Shelton said.

"Energy Pulse has also given Shelton Group a solid base of expertise in a niche sector – one that is complicated and driven by many factors," she said. "The benefit for our clients is that we truly understand their businesses and know how to communicate with diverse customers and stakeholder groups to get results."

### **ABOUT SHELTON GROUP:**

Established in 1991 and based in Knoxville, Tenn., Shelton Group is a full-service advertising agency providing market research and strategy, branding, advertising and creative services to clients across the United States. Shelton Group specializes in taking energy-efficient and green products and services to market and independently sponsors the annual Energy Pulse national consumer study that evaluates consumer attitudes, opinions and purchasing behaviors relative to energy use and green / energy-efficient products. The study will enter its fourth consecutive year in fall 2008. [www.energypulse.org](http://www.energypulse.org) and [www.sheltoncom.com](http://www.sheltoncom.com)

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