



# Dittoe PR Delivers Results Worthy of Shouting from the Rooftops for Home Solutions Provider

## CHALLENGE

- ✓ **Set Bone Dry Roofing apart from competitors.**
- ✓ **Elevate brand awareness across emerging markets.**
- ✓ **Establish rapport as a service-focused contractor.**
- ✓ **Generate buzz for new service offerings.**

Stretching across seven states, Bone Dry Roofing, Inc. is one of the largest Midwest home solutions providers with 17 residential and three commercial roofing offices. Bone Dry Roofing specializes in roofing replacement and repair, gutters, insulation, masonry and commercial roofing projects offering shingles, metal, tile and solar for residential and commercial businesses. As a leader in the industry, Bone Dry Roofing prides itself on its humble beginnings and being family-owned and operated since 1989.

Given the competitive nature of the roofing industry, Bone Dry was in search of a PR partner capable of showcasing that not all providers are cut from the same cloth in terms of quality, service and reputation. The team needed help elevating brand awareness across its emerging markets, including Nashville, Tennessee, and generating buzz for new and noteworthy service offerings, all while maintaining its reputation as a top-tier, service-focused contractor.

## SOLUTION

- ✓ **Storytelling in key local markets.**

Bone Dry Roofing turned to Dittoe Public Relations at the close of 2022 to level up its local and industry-wide presence through a cohesive external communications strategy for its services and leaders.

Guided by a strategically crafted PR plan, Dittoe PR executed media relations campaigns across Bone Dry Roofing's priority markets of Indianapolis and Nashville focused on consumer education, community engagement, philanthropy and more.



## SOLUTION

- ✓ **Thought leadership campaigns to elevate Bone Dry's subject matter experts.**
- ✓ **Increase third-party credibility and endorsement through relevant award opportunities.**

Dittoe PR highlighted Bone Dry's philanthropic initiatives including several roof donations to local first responders in Nashville and Louisville, Kentucky; their annual "Bone Dry Loves Pink" campaign in support of Breast Cancer Awareness Month; a free microchipping clinic for pets in Indianapolis and more to showcase Bone Dry Roofing's employee- and customer-centric culture and set them apart from their competitors.

To ensure consistent and ongoing coverage for Bone Dry Roofing, Dittoe PR utilized a media relations method called "newsjacking," the art of inserting brand leaders and their initiatives into breaking news and trends. Dittoe PR kept a close pulse on local news cycles and weather reports to uncover opportunities for Bone Dry Roofing leaders to share their expertise on safety and storm-related preparation and damage to provide value to the community while showcasing their service offerings. Dittoe PR also utilized timely angles throughout the year – from spring maintenance to holiday lighting safety – to educate consumers and keep the Bone Dry Roofing name in the headlines year-round.

To elevate the brand's subject matter experts and industry veterans, Dittoe PR secured bylined articles and expert interviews across local, trade and national media. One thought leadership campaign focused on solar panel installation, the newest trend in the industry and a new service offering for Bone Dry Roofing. Coverage showcased the economic and sustainable impacts of solar and established Bone Dry Roofing as the go-to contractor and leader in solar installation and services.

The agency developed a calendar of relevant local and industry-focused award opportunities and drafted nominations on behalf of Bone Dry Roofing to help increase third-party credibility and endorsement. These nominations resulted in securing Bone Dry Roofing the coveted [2023 Residential Contractor of the Year Award](#) from Roofing Contractor Magazine and a spot on the outlet's 2023 "Top 100 Contractors" list.



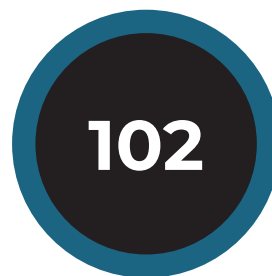
## RESULTS

- ✓ **Top coverage in key local markets.**
- ✓ **Heightened brand awareness and name recognition for the brand and services.**
- ✓ **Established credibility among industry professionals and consumers.**

Throughout the 16-month-long partnership, Dittoe PR engaged with local online, print and broadcast media primarily in Indianapolis and Nashville targeting Bone Dry Roofing's local customer base. To insert Bone Dry Roofing leaders as experts in home solutions, the agency curated cohesive messaging and content on relevant industry topics to secure coverage in top-tier roofing publications. From November 2022 to February 2024, Dittoe PR secured the following results:



**MEDIA  
IMPRESSIONS**



**MEDIA  
PLACEMENTS**

## COVERAGE

**ROOFING  
CONTRACTOR**

**family  
handyman**



To further name recognition in Indianapolis and expand Bone Dry Roofing's presence among target customers in Nashville, Dittoe PR secured numerous TV segments and features with WKRN-TV, WSMV-TV, WXIN-TV, WRTV, Indianapolis Business Journal and Inside INdiana Business.

Dittoe PR helped Bone Dry Roofing become a household name across the home solutions industry through contributed articles and expert interviews on industry-relevant topics like solar, home maintenance, technology and emerging industry trends in Roofing Contractor, Professional Roofing, Roofing Magazine, The Family Handyman and more.

**Dittoe Public Relations**  
dittoepr.com // 317.202.2280