



Whatever their style, Vanguard's got you covered.

TradeChoice Carpet & Flooring, in partnership with Dreamcatcher Marketing, launched the "Whatever Your Style" campaign to position Vanguard as a single source flooring solution that meets the individual flooring needs of an independent carpet retailer as well as their wide variety of consumers – whatever their desired style.

Significant results were achieved with a low budget by focusing on the point-of-purchase and providing support for stockists through the provision of impactful POS material and influencing consumers during the decision-making process through a multi-channel approach.

+6%
sales
growth (£)

+7%
volume
growth in
stockists

