



&



# GETS THE JOB DONE.

To place Armstead Trade top of mind for busy, habit-led multi-skillers, Cirkle took the brand on the road.

Painting towns red across the country, the Armstead Trade roadshow - in partnership with Fix Radio, the builders station - kick-started face-to-face conversations, distributed free samples and drove valuable newsletter sign-ups.

To reinforce the Armstead Trade motto - 'GETS THE JOB DONE' - an Armstead Trade Arena was born, challenging potential customers to put their skills to the test in four carefully crafted challenges.

The roadshow was kept top of mind for key audiences via social media, local media, influencer activity and Fix radio placements.

The coverage exceeded target by **61%**

The campaign reached **1,548** tradespeople

### WHAT OUR CLIENT SAID:

"It all began with an exclusive invitation to our key influencers and partners for the Armstead Area Challenge at our office. From there, we embarked on a thrilling 6-week roadshow, covering 23 cities and connecting with over 1.5K tradespeople. We didn't just exceed our 2023 roadshow KPIs—we also surpassed the KPIs set for this year. Why does this matter? Because it's not just about reaching out to our customers—it's about doing so with unwavering confidence in the Armstead trade paint we put in their capable hands. A huge shoutout to Cirkle for masterfully managing the social and PR coverage for this campaign. It wasn't an easy feat, but their dedication made it happen!"

**Esraa Samaha, Trade Communications, Senior Brand Manager**

### WHAT OUR COMPETITION WINNER SAID:

"It was great fun! No way, that's unbelievable! I don't know what to say

"Winning the vouchers was pretty good, it was something different to take part in, a bit of fun! To describe it in three words, I would say; Unusual, exciting and energetic!"

**Simon, winner of the Armstead Trade Arena Challenge**



**900+** data capture leads secured

