

Category 3

Best use of Press and Public Relations

Jacksons Fencing

Summary

Jacksons Fencing, renowned for its high-quality, British-made fencing, aimed to sustain momentum during the autumn/winter 2023/2024 season. Tasked with reinforcing Jacksons' premium positioning, The Think Tank developed a strategic content calendar, using newsjacking tactics and expert advice for seasonal garden care. This approach elevated Jacksons' presence, resulting in a 300% media coverage increase with features in *The Express*, *The Independent*, *Homes and Gardens*, and *Country Living*.

Results

108
Clippings

1.31bn
Reach

300%
Exceeded
KPI

10%
Coverage in
National Titles



Country Living

DAILY EXPRESS

Homebuilding
& Renovating

HOMES
& GARDENS

Ideal Home

INDEPENDENT

Mirror

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think
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