

**A CREATIVELY ENGAGING, MULTI-CHANNEL, FULLY
INTEGRATED CAMPAIGN THAT DELIVERED RECORD
COMMERCIAL SUCCESS?**

**THAT
MUST BE**

 **Bradford's**

HIGHEST SW MARKET SHARE SINCE RECORDS BEGAN

Beating our stretch target by 4%

11% OVERALL SALES GROWTH YoY

Outperforming market growth by +27%

23% RISE IN LANDSCAPING SALES YoY

Outperforming market sales by +38%

£18 RETURN ON INVESTMENT

Generating £18 for every £1 spent on marketing