

Spring campaign 2026:

**WE UNDERSTOOD WHAT'S
ON PEOPLE'S MINDS.**

WE STUCK IN PEOPLE'S HEADS.

**WE DELIVERED WORK
THAT WORKED.**

6% GROWTH IN SALES

(despite a -2% category decline)

25% MARKET SHARE

(highest SW landscaping share since records began)

£11:1 MARKETING ROI

(+£5 over ROI target)