



CONSTRUCTION MARKETING AWARDS | Best Big Budget Campaign

Sometimes in order to compete with the competition you need to entirely change the game. It may not be the largest manufacturer of paving products in the UK, but as a family-owned company Brett Landscaping sure is the best to deal with.

The Changing perceptions with Leo the Dog Campaign encapsulated the full personality of Brett Landscaping, using a range of mediums from print, digital, social media and blogs to shift the perception of Brett from being 'another choice' to the 'preferred choice'.



Twitter impressions

35,000
per month avg

Twitter profile views

1,200
per month avg

Facebook likes Increased by

4,782

Managing Director at Brett Landscaping, Alistair Forbes

“Having worked with Ridgemount in a previous role it was not a hard decision to ask them to pitch for the Brett account. They have completely revitalised our marketing programme through their creative input.”

Changing
perceptions
with Leo
the Dog