

Best Mid-Range Budget Campaign

In just under two months, our marketing team delivered a detailed integrated communications campaign targeted at different audiences to launch a new builders merchants branch in Birmingham.

Through research and a range of marketing methods, we delivered the single most successful branch launch in EH Smith's 95 year history, enabling the new branch to exceed all expectations.



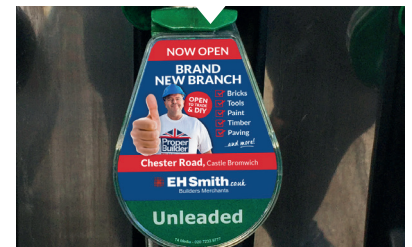
cma
construction marketing
AWARDS 2017



Bus Backs
525K reach



Petrol Pumps
64K fill-ups



ATMs
34K engagements



Radio
4.5M reach



Direct Mail
50K+ reach

