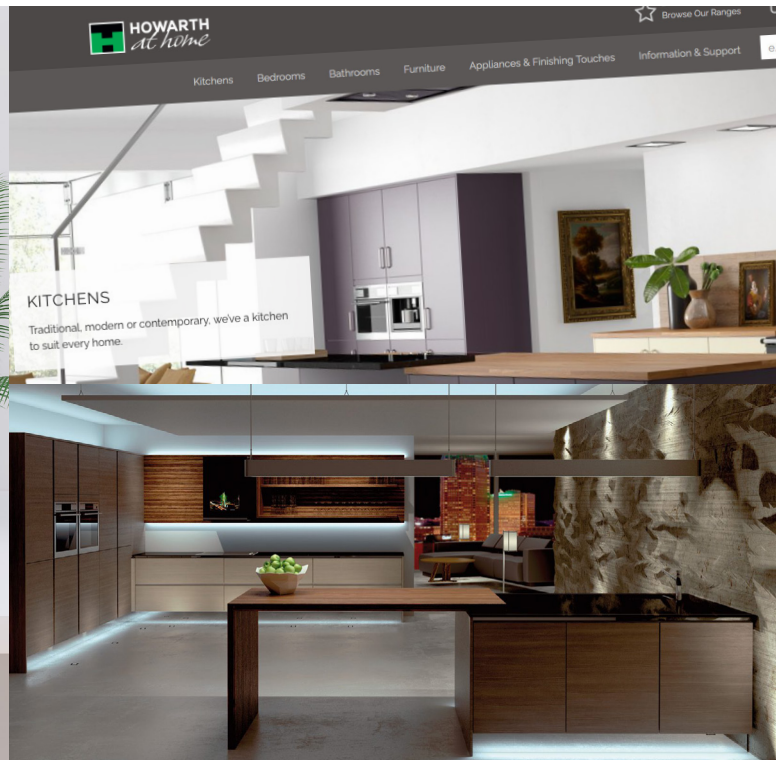
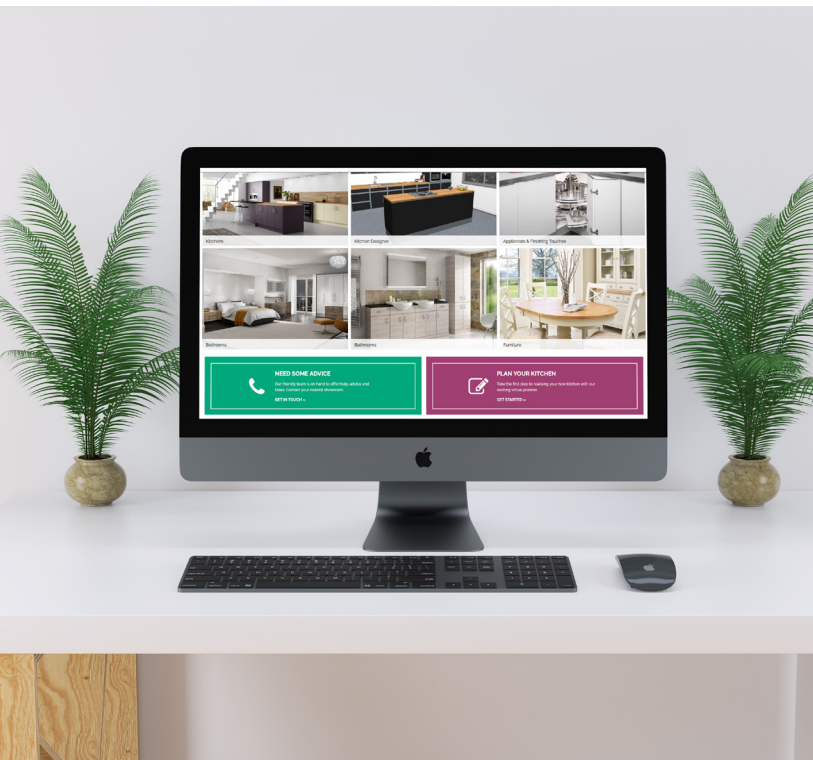


13. BEST USE OF RESEARCH & INSIGHT



Howarth Timber Howarth At Home

Howarth Timber has been a Harris client for more than 15 years. In 2017 the company approached the agency with a new challenge: to support its new retail ranges by appealing to consumers directly.

Harris' thorough examination of the target audiences, in-depth reviews of the company's existing marketing strategy, competitor studies and Google analytics gave a complete picture of the market Howarth had set its sights on, and how best to reach them.

The new customer profile built from this research looked markedly different from Howarth's usual contractors, and

resulted in a whole new brand: Howarth At Home, a lifestyle vehicle with a focus on high-value items.

Howarth At Home ranges are now on display at 12 of Howarth Timber's branches, with a further 5 showrooms planned for the near future. Harris' research, insight and resulting marketing strategy helped Howarth At Home to secure distribution of the Laura Ashley Kitchen Collection.

Since the launch of the brand and website in January 2017, and the showroom roll-out, there has been an increase of 300% in sales compared to the previous period during 2016.