

CONSTRUCTION MARKETING AWARDS 2020 - Best use of Advertising

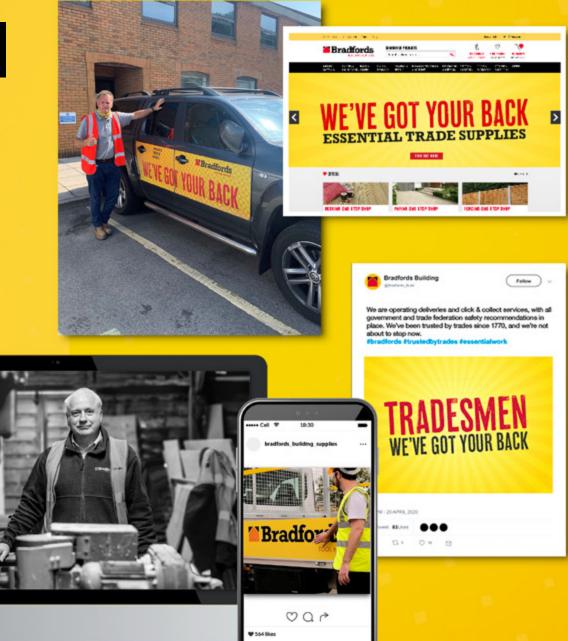
## "WE'VE GOT YOUR BACK"

The campaign that turned a global pandemic into Bradfords' most successful sales year ever:

94% YoY uplift in sales 64% increase in market share 12:1 campaign ROI







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