

Construction Marketing Awards 2023 Best use of Advertising

Bradfords Building Supplies & Good Eggs



Across landscaping season 2023 we showed our Trade and DIY audiences that when it comes to landscaping, "The Sky's the Limit", with Bradfords! Our integrated campaign delivered this clear and powerful message to its fullest, delivering record results for the business

TV | Radio | Social | Web | PPC | Digital display
In-branch POS | Branded merchandise | Internal engagement
PR | Staff incentives | Sponsorship activation

THE SKY'S THE LIMIT

6%



Growth in
category
market
share YoY

138%



Outperformance
vs
Category Sales

£18



Marketing
ROI

 **Bradfords**