

# Construction Marketing Awards 2023 Best Big Budget Campaign (£50k+)

Bradford's 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 Bradford's! 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

 **Bradford's**