

## Category 3

# Best use of Press and Public Relations

# Jacksons Fencing

## Summary

Jacksons Fencing was keen to boost its consumer timber fencing and enhance brand recognition in the UK's B2C market, establishing itself as the premier option for quality, secure, and stylish garden fencing. Focused consumer media outreach was key – over the six month period the proposed KPIs were smashed by almost 400%.

## Results

The press amplification for this six month campaign

**138**  
clippings

**1.84bn**  
Reach

**61 average**  
domain  
authority

**14 pieces**  
of national  
coverage

## Publications

Country Living

DAILY EXPRESS  
& landscaping  
fencing  
news

Homebuilding  
& Renovating

HOUSE  
OF LIFESTYLE

PERIOD LIVING

The Daily Telegraph

The Herald

THE SCOTSMAN

THE SUNDAY TIMES

YourHome

Ideal Home

Celebrating 30 years of brilliant  
B2B marketing and PR in 2023

[thinktank.org.uk](http://thinktank.org.uk)

 the  
**think**  
**tank**