

Back to School with Brett

The 'Back to School' campaign exemplifies the power of reactive marketing in leveraging trending moments to engage audiences and strengthen brand affinity. The approach employed a visually striking image featuring a back-to-school photo on a driveway constructed with Brett Landscaping products. The image humorously conveyed that the driveway was the star of the photo, subtly promoting the brand.

"The strategy and concept SLG produced creatively highlighted the product's role in family moments – something we are really proud of." Danielle Thorpe, Head of Marketing, Brett Landscaping.

454,153

Impressions (350% above target)

853

Reactions (326% above the engagement target)

£0.77

Cost per mille (CPM)