

MKM HITS MAJOR MILESTONE WITH 100TH BRANCH OPENING



Now there's a good idea.

MKM began life as a start-up business, founded in Hull 28 years ago.

From its humble beginnings with just five people in a 5000 sq. ft shed, the company now has over 2,500 employees, with branches nationwide – the UK's largest independent builders merchant.

In September 2022, MKM reached a major milestone, the biggest in the company's history, by opening its 100th branch – MKM Bromsgrove.

As MKM's PR consultancy, HROC worked hand in hand with the company's marketing team to not only successfully launch its 100th branch, but to also celebrate this landmark achievement across its branch network and the wider building and construction industry as a whole.

Together, HROC and MKM delivered on all three fronts and in September 2022, MKM Bromsgrove officially opened its doors.

20

PIECES OF REGIONAL AND TRADE MEDIA COVERAGE

AUDIENCE REACH OF

362,000

CHARITY PARTNERSHIP LAUNCHED

WITH THE HB9 FOUNDATION TO SUPPORT MKM 'DOING THE RIGHT THING' ETHOS

RAISED £1500

FOR THE HB9 FOUNDATION, £500 MORE THAN TARGETS

200

PEOPLE ATTENDED THE VIP EVENING AS WELL

CREATIVE AND INNOVATIVE VIDEO CONTENT DROVE

REACH AND ENGAGEMENT VIA SOCIAL CHANNELS

BRAND AMBASSADOR **DION DUBLIN** HELPED DRIVE FOOTFALL AND ACT AS NEWS HOOK

NATIONAL **100 GOOD DEEDS**

CAMPAIGN MEANT THE COMPLETE MKM NETWORK WERE PART OF THE MAJOR MILESTONE

TENS OF THOUSANDS OF POUNDS RAISED FOR **CHARITIES** RIGHT ACROSS THE UK

OVER 500

PEOPLE ATTENDED THE LAUNCH EVENT, SMASHING FOOTFALL TARGETS