



CASE STUDY



Client: Cormar Carpets
Budget: Ongoing retained client

Objectives:

- To build relationships with stylists to offer product for makeovers and decorating shoots.

Strategy & Plan: Develop communication with stylists and journalists through one to one visits, monthly ringrounds and mailers offering Cormar Carpets as the one stop shop for all their carpet and flooring needs - whether it be carpet for makeovers, samples for shoots or fantastic lifestyle photography.

Results:

- Ongoing coverage across various homes, women's and national interiors features such as Daily Express, Daily Mirror, Sunday Mirror, Ideal Home, BBC Good Homes, House Beautiful, Homes & Gardens, Bella and Best
- Strong reliable and efficient relationships has been forged with AKA and interior stylists.



Measurement & Evaluation: Since working with AKA makeovers have increased from 11 in 2004 to 42 in 2008 - nearly a 400% increase! Cuttings have trebled (and in some years quadrupled) and the company is now consistently featured in a wide range of home interest titles, supplements and national features every month.



*"I have used AKA for the past few years with various photo shoots for homes magazines as I work on a freelance basis. I have always found them extremely helpful with product and information and delivery of product is prompt which is vital for the working of a successful photo shoot."
Suzy Webster, freelancer*