

CASE STUDY



MailOrderArt.co.uk & MailOrderRugs.co.uk



Client: Mail Order Art and Mail Order Rugs

Objectives: Provide a cost effective consumer campaign to:

- Increase awareness of the websites
- Drive traffic to websites
- Increase sales

Strategy & Plan:

- Through a programme of monthly press releases focusing on new trends, developments and topical themes in rugs and art for the home, raise awareness among home interest journalists at national and regional level of the wide range of products available to buy direct from both sites.
- Having established an interest among consumer press, maximise all possible opportunities for coverage by:
 - rapid response to all enquiries and requests for photography, further information, product loans etc.
 - proactively establishing the forthcoming needs of key writers and stylists on national home interest titles.



Results:

- Extensive coverage in national, regional and consumer glossy magazines
- Direct rise in customer enquiries due to national coverage.

Evaluation:

AKA PR has been able to develop a highly cost effective PR strategy that employs a simple 'bread and butter' campaign of supplying regular information to an extensive distribution list of home interest writers and then responding promptly and appropriately to their subsequent specific requests.

