

Client: Wiemann
Budget: Ongoing retained client since 2005

Objectives: AKA PR was approached by Wiemann's newly appointed UK agent to support the company's relaunch and growth into the UK market. The objective is to raise and maintain awareness of Wiemann amongst potential retail customers.

Strategy & Plan: From the start AKA PR offered the UK agent a range of marketing support, advising and handling both PR and advertising in the furnishing trade press.

In addition to stories about new products, appointments etc, AKA PR has ensured Wiemann is included in relevant trade features, from sector profiles, to personal profiles and comment articles. Innovative feature ideas have included a diary of a showvan tour around the UK; and tips on how to dress an in-store display, with before and after shots to illustrate the improvement.



AKA PR has advised Wiemann UK on any advertising, particularly in support of its attendance at major UK exhibitions, and has handled all aspects, from price negotiation to the creatives.

AKA PR also planned, wrote and set up - and continues to maintain and update - the Wiemann UK website for the UK agent.

Results: Regular coverage in the furniture trade press has ensured that retail awareness of Wiemann UK has been high and the coverage has certainly helped the team of sales agents to get through new doors. Wiemann's positioning in the marketplace has also been well understood. Traffic and enquiries via the UK web site have steadily increased since its launch.



"We are absolutely delighted with the results and the way the company is now received by the trade at large - both by retailers and the end consumers. When you work with the best, you get the best results!"

Peter Hewitt, managing director, Wiemann UK