

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: **Hereward Sports**

AGENCY SERVICES: **Multi-channel offline marketing and promotion**

BRIEF

To raise the profile of Hereward Sports, a small chain of sports retailers based in the eastern counties, and increase sales by 20% through the summer period, targeting the highly competitive market of 16-34 year olds in the CD socio-economic group.

STRATEGY

A campaign was based on excellent value for money given on top brand name sportswear, using the challenge “Just try and beat us on price ... You’ve got no chance”. Within 4 weeks, a strategy was devised using a range of promotional methods tied in with a staff motivation programme.

IMPLEMENTATION

The 5-week programme included:

- Agency scripted local radio commercials
- Local press advertising
- 500,000 leaflets for postcode focused mail-drops
- In-store window displays
- Point of sale material (posters, carrier bags, shelf edgers etc.)
- Promotional staff clothing
- Staff motivational training day

RESULT

Over the campaign period sales increased by over 31%, well in excess of the original target.

