

FOCUS diy & gardening

Objectives

- Announce the launch of the summer sale
- Drive footfall into stores
- Create local awareness for the Focus stores

Campaign

- Activity on 27 radio stations covering the top 50 Focus stores
- 5 days of on air coverage announcing the sale offers, store location and trailing the in store visit
- PA from the station “jeep crew” at each store to interact with customers
- Garden display created at front of store as the focus for “jeep crew” activity

Results

- Reached over 2.5 million listeners
- Generated an incremental 4,500 transactions

