

# Arnold/Duncan

## Media Case Study



### **Granite Transformations**

Granite Transformations has capitalised on the growing number of homeowners re-mortgaging to improve their existing properties.

## The Company

Granite Transformations is a franchise network with offices and showrooms around the world. They manufacture and fit new and exciting alternatives to traditional worktop and surfacing choices. Using ground - breaking technology they produce a range of granite composite work surfaces that have all the durability and good looks of real granite - but at a lower cost. Not only does the result look as good as pure granite but it has improved properties, greater flexibility in its applications and can be installed with less fuss than traditional cumbersome granite.

## Background

Initially Arnold/Duncan was asked to tackle the media planning and buying needs for one franchise area in the London area. However following a 400% increase the level of responses compared to the previous, coupled with a significant improvement in the quality of the respondents, we now work with most of the franchisees in the UK and Ireland.

## The Brief

Arnold/Duncan was asked to develop an innovative media strategy for GT that would generate high quality, direct requests, for brochures and in-home sales appointments.



The media selected should communicate the benefits of this unique product and assist in establishing the product as a better alternative to granite not a 'cheap' substitute.

## Target Audience

In the South of the UK we used predominantly local monthly glossy magazines to build the GT brand within each catchment area. In the North we used a greater proportion of local newspapers – reflecting the strength and authority of such titles in this region. In each case we sought high profile positions near relevant editorial to help achieve the right state of mind for our messages combined with strong stand-out in what are often busy media environments.

### **The Strategy**

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### **The Results**

At the most basic level we reduced the cost per response for the franchisees – both by reducing the cost paid for the advertising space and through improving actual response levels. More significantly, we have improved the ‘quality’ of respondent so that time consuming sales visits are more likely to result in a successful sale.

Longer term, we use the response results and sales values to both identify the most effective publications for each franchisee and to act as a benchmark for comparisons with other promotional methods.

As we enter the next phase, we are applying a similar systematic approach to the introduction of other promotional methods such as Direct Marketing and Exhibitions with the aim of maximizing the cost efficiency of the promotional mix for each individual franchisee.

