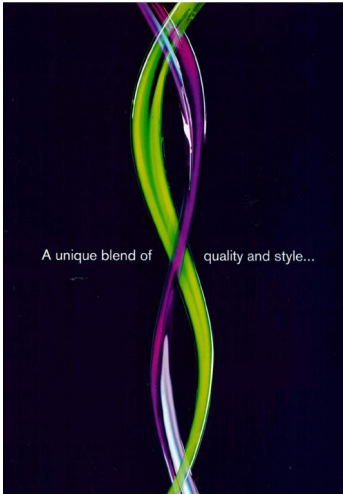


RadioTimes

CASE STUDY B&Q



B&Q (Cooke and Lewis) Raising awareness of the B&Q brand

THE CHALLENGE

B&Q set out to promote their annual Boxing Day sale through their exclusive Cooke & Lewis Kitchen Range. Their message required a large scale reach and none come bigger than the Christmas edition of Radio Times.

Radio Times Christmas issue is the UK's biggest selling paid-for magazine. Whereas most other mediums falter over the festive season, Radio Times more than doubles in circulation to 2.4 million copies and quadruples in readership to 10.4 million adults.

To match the sheer size of this title we annually sell one of the most sought after advertising packages in media – ownership of the Christmas issue.

THE IDEA

B&Q took over the most prominent sites in the Magazine, the inside front cover and the outside back cover. In addition a dialogue was maintained with the reader in the Film's section of the Magazine that would act as a call to action. Bespoke research to gauge the reader's opinions on the effectiveness of B&Q's advertising was commissioned. It further analysed brand attributes and any planned DIY projects to be undertaken.

THE EXECUTION

An impactful three page IFC gatefold was created to display the quality and style of Cooke & Lewis Kitchens. The outside back cover was utilised to display a range of bathrooms and accessories available in B&Q stores.

The Film section contained four strips that highlighted the start of the annual B&Q Sale. The strips ran over the key festive days from Christmas Eve to Boxing Day.

To further embed themselves with our readers, B&Q ran a competition in the first issue of the New Year giving away £5,000 worth of vouchers

for a home makeover. The competition also ran on radiotimes.com providing an additional point of entry to the competition.

THE RESULTS

The campaign was a huge success with 1 in 3 readers recalling at least one of the executions. Of those over 700,000 (7%) of the respondents went on to take action either in-store or online.

The top two qualities that readers associated with the kitchen ranges were 'modern' and 'stylish'. High quality, practical and affordable also featured highly.

Valuable insight was also gained into the DIY projects our readers were planning to undertake, from the installation of lighting and flooring to more extensive bathroom to kitchen renovations – all of which can be catered for by B&Q.