



80,000

Impressions
Delivered

0.22%

Click through
rate

50%

Increase in
web traffic

Pound Farm Shop

ABOUT

Pound Farm Shop & Plant Centre is a popular local attraction in Gloucester, however the owners were concerned about challenges they were set to face due to road closures.

CHALLENGES

Pound Farm Shop needed to ensure customers would still visit during a period of road closure – especially during peak season – at which point brand awareness is a key driver of business. It was decided that a multimedia campaign would work best – to reach as many users of different platforms as possible.

SOLUTIONS

- Targeted digital ads (targeted to users with ‘gardening interests’)
- Newspaper advertisements and Living & Cotswold Visitors Guide publication.

The campaign was also supported by the use of ReachEdge – our lead monitoring and management tool.

RESULTS

Pound Farm Shop achieved their goal of keeping their regular footfall during the busy and disruptive roadworks.

The campaign increased visits to the client’s website by over 50% compared to the previous year.

The client was extremely happy and excited to see what ReachEdge can do in the coming months.

Pound Farm Shop are pleased to meet to discuss a subsequent multimedia campaign as a follow up.