



POS & Promotion



Case Study



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Client Testimonial

The competition will act as a great incentive for consumers to explore Liberon as a quality brand for exterior timber maintenance and garden improvement. Running throughout summer, this will provide retailers with a unique opportunity to maximise on sales across our exterior products throughout the key outdoor living season and Brookes & Co has supplied a host of promotional support to ensure the competition is maximised.

DOMINIC MCINERNEY, MARKETING MANAGER, LIBERON

Background

Liberon, the UK's leading woodcare brand, set an objective to launch its first major big-ticket prize competition, offering participating consumers the opportunity to win a home and garden makeover worth £100,000.

The competition ran throughout the summer, and customers were eligible to enter with purchases of qualifying products from Liberon's exterior woodcare collection, including the Garden ColourCare range of decorative garden paints and woodstains.

Brief

Liberon called on Brookes & Co to develop a media relations and social media campaign with the aim of promoting its competition initiative to its target audience. This included a requirement to create a key visual which was to be used as the base creative to produce POS and digital assets for the promotion.

Brookes & Co

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Liberon Launches Major Consumer Promotion

17 June, 2018

Liberon, the UK's leading woodcare brand, has launched its first major big-ticket prize competition, offering participating consumers the opportunity to win a home and garden makeover worth £100,000.

The competition will run throughout summer and customers will be eligible to enter with purchases of qualifying products from Liberon's exterior woodcare collection, including the Garden ColourCare range of decorative garden paints and woodstains. Running from now until the end of August 2018, the competition could see one lucky entrant win £100,000 worth of home and garden improvements, whilst another 10 will each receive a Liberon product prize of £100.

Commenting on the promotion, Liberon's marketing manager, Dominic McInerney said:

"Along with our premium range of traditional exterior woodcare products, our Garden ColourCare range has proven hugely popular amongst consumers since launching last year and the addition of the new big ticket prize will only serve to increase its appeal with garden lovers. The competition will act as a great incentive for consumers to explore Liberon as a quality brand for exterior timber maintenance and garden improvement. Running throughout summer, this will provide retailers with a unique opportunity to maximise on sales across our exterior products throughout the key outdoor living season."

Qualifying products will include: Decking Oil, Extreme Woodstain, Exterior Wood Protector, Exterior Furniture Cream, Garden Furniture Oil, Garden ColourCare Decking Paint, Garden ColourCare Decorative Woodstain, Garden ColourCare Decorative Furniture Oil and Garden ColourCare Shed & Building Paint.

Details about the competition and how to enter can be found at www.winwithliberon.co.uk.

For further information about Liberon and the company's extensive range of woodcare products, visit www.liberon.co.uk. Retailers interested in working with Liberon should call 01797 367555.

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BMN

BMF AND NMBS GET BEHIND NEW DIGITAL PROGRAMME

New Decade, New Design

Tweet

LiberonUK @LiberonUK - Aug 13, 2018

Not long left to enter our #WinWithLiberon competition!

For your chance to #win a £100,000 Home and Garden Renovation, purchase any qualifying product from the Liberon Exterior Woodcare range and visit www.winwithliberon.co.uk to enter.

#WinWithLiberon

Don't miss your chance to win a £100,000 Home and Garden Renovation!

Enter for a chance to win!

www.winwithliberon.co.uk

Relevant people

LiberonUK @LiberonUK

Liberon United Kingdom manufacture premium quality products for wood and stone care.

London trends

1 - Politics - trending

Heathrow

Trending with: Paris Agreement, court of appeal, #HeathrowExpansion

UK news

Anti-Heathrow expansion campaigners win case in Court...

2 - Trending

#RWB2020

3 - K-Pop - trending

#ONIDEARTY

Marketplace

Shortcuts

Liberon UK

Purchase any qualifying product from the Liberon Exterior Woodcare range for a chance to win!

Win with Liberon!

WINWITHLIBERON.CO.UK

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Woodcare Experts since 1912

Win with Liberon!

Win a £100,000 home and garden renovation

T&Cs apply

ANTICLOCKWISE: PRESS ADVERT, A5 LEAFLET, PRESS RELEASE, SOCIAL MEDIA ADVERTS AND WEB BANNERS

LIBERON

Woodcare Experts since 1912

Win with Liberon!

Enter for a chance to win a £100,000 Home and Garden Renovation!

To have a chance to win, purchase a qualifying product from the Liberon range of Exterior Woodcare and visit www.winwithliberon.co.uk to enter.

EXTERIOR WOOD PROTECTOR

Garden ColourCare DECKING PAINT

Garden ColourCare SHED & BUILDING PAINT

DECKING OIL

Qualifying products

Extreme Woodstain | Exterior Wood Protector | Decking Oil | Exterior Furniture Cream | Decking Paint | Garden Furniture Oil | Decorative Woodstain | Decorative Furniture Oil | Shed & Building Paint

For more information on Liberon exterior products visit www.liberon.co.uk

333 A V33 Group Company

For your chance to win, purchase a qualifying product from Liberon's extensive range of exterior woodcare products. Visit www.winwithliberon.co.uk and rank 10 statements from most to least important. If your choice matches that of the judging panel you win. See full terms and conditions online. Closing date 31st August 2018. One entry per person. Open to UK residents aged 18 plus. TB receipt required. All entries will be entered into a Free Photo Draw to win one of 10 £100 Liberon product vouchers.

LIBERON

Win with Liberon!

Enter for a chance to win a £100,000 Home and Garden Renovation!

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Woodcare Experts since 1912

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Output

From coming up with the campaign headline, *Win with Liberon*, to securing coverage in major consumer publications, Brookes oversaw the entire media relations campaign, drafting copy for press releases and advertorials and liaising with the media. Brookes produced an eye-catching key visual which was rolled out to be used as the base creative for POS, packaging, and print, web and social media adverts. Brookes also developed a social media campaign that combined engaging organic content with well-placed paid for advertising to reach out to a wider audience.

With our support, Liberon products achieved a reach of 54,276 through PR media relations and a reach of 1,153,500 through advertising. The social media campaign achieved a total reach of 254,263 across Facebook and Twitter and 4547 engagements.

Contact us on 01889 598600 or visit www.brookesandco.net



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