



Case Study

# Competitions/Content/PR



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## Client Testimonial

*Thank you for the support you have provided us with the organisation and co-ordination of our joint competition for this year's National Home Improvement Month (NHIM). It has proved to be a great success!*

**PHILIPPA PAWSON, HEAD OF MARKETING AT ORKLA HOUSE CARE UK FOR THE HARRIS BRAND**

## Background

Part of the Orkla House Care UK group, Harris is a well-respected brand of high-quality painting and decorating equipment, aimed at the consumer.

For almost 90 years, and with products including brushes, rollers and other essential decorating tools, Harris aim simply to make decorating easier and more enjoyable. Uncompromising on quality and performance, Harris offers expert advice and handy hints & tips to inspire its customers to improve their homes.

Harris is one of the key sponsors of National Home Improvement Month (NHIM), an initiative of the British Home Enhancement Trade Association (BHETA), designed to encourage and inspire consumers to improve their homes.

## Brief

As well as co-ordinating prizes, copy and images for use in national and regional competitions appearing in daily and weekly press, on broadcast media as well as on social media, Brookes was tasked with organising a joint competition with two other complimentary NHIM sponsors, Scheider and Valspar, offering a substantial combined prize for one lucky winner to improve an aspect of their home, utilizing #makeonechange.

Win Prizes Worth £750 with the #MakeOneChange Challenge

# #MAKE ONE CHANGE

BEFORE AFTER

Win

It's Easy!

Main Prizes Provided by our Friends at Harris, Valspar and Schneider Electric

**Harris**

**Schneider Electric**

Runners-Up Prizes worth over £700

CHOOSE YOUR CHALLENGE

SPRING INTO ACTION

DOING IT, DOING IT, DONE!

TAKE THE CHALLENGE

WATCH THIS!

NATIONAL HOME IMPROVEMENT MONTH  
Love the home you live in

## Win Prizes Worth £750

with the #MakeOneChange Challenge

Like Follow

Challenge No, Thanks

Flymo ZEP FISKARS Nilfisk GARDENA Harris Yale valspar GORILLA McCULLOUGH Powered by Zotabox Electric FROGTAPE T-REX RONSEAL



### Output

From negotiating the format of the competition with all three sponsors, to drafting the copy for approval and agreeing prizes, Brookes oversaw the placing of the competition on the NHIM website as well as the promotion of the competition via each sponsors' individual social media channels.

Brookes assessed all entrants, chose a winner and co-ordinated the delivery of the prizes, which included not only product but also a labour component, with each sponsor.

With our support, Harris gained additional exposure with the wider campaign not ordinarily covered in the NHIM remit.

FROM THE TOP: SCREEN GRABS OF #MAKE ONE CHANGE CHALLENGE WEBSITE AND HARRIS PRODUCT AND LIFESTYLE IMAGES

Contact us on 01889 598600 or visit [www.brookesandco.net](http://www.brookesandco.net)



# Brookes & Co

