



**We are at  
the heart of  
your industry**



# About Brookes & Co

Specialist Marketing and PR Agency  
in the Housewares, DIY & Garden sectors



# Who are we?

- We are a small team of experienced, hands-on marketing individuals that LOVE the home enhancement sector.
- Located in the heart of the Midlands, we believe that it is a fantastic place to do business.
- We've seen it all. Including how your industry has changed and how marketing communications have changed to match.



# We LOVE Housewares, DIY and Garden



- Brookes & Co is more than just a marketing agency – we are at the heart of your industry.
- We understand your trade, consumer and commercial channels inside out.
- We create marketing strategies that deliver the best return on your investment.
- We're very passionate about delivering results for your brand.



# We LOVE What we do

- MEDIA. We help brands build long-term partnerships with content creators – whether that's traditional press or influencers.
- BRANDING. We work closely with clients on everything from launching new products to full rebrands.
- ONLINE. We know where traditional methods still work and how to use digital tools to enhance impact and track results.



# How can we help you?



- Press & Publicity
  - We deliver PR and media relations to encourage customers and journalists to speak positively about your brand.
- Influencer Activity
  - We build long-term relationships between brands and content creators to deliver results-driven campaigns.
- Online & Digital
  - We create compelling content and deliver it through the most effective channels to capture your audience's attention.



# How can we help you?

- Marketing Strategy
  - In a world that is challenging, technical, sustainable and experiential, we deliver marketing strategies that create impact.
- Tactical Support
  - From one-off projects to long-term marketing plans, we make it happen.
- Event Management & Exhibitions
  - Whether it's event promotion, eye-catching graphics, managing your press office, or managing visitor registrations, we're here to help.



# Examples of recent work

Projects we've LOVED working on





# Projects we've LOVED working on



- DIY – Burg-Wächter
  - Influencer Programme
  - Trade & consumer press programme
  - Community projects
  - Social media activity
  - Paid for socials

Read more about Burg-Wächter [here](#).

# Projects we've LOVED working on



- DIY – V33
  - PR & Media Relations
  - Influencer Programme
  - Paid for Ads

Read more about V33 [here](#).

# Projects we've LOVED working on

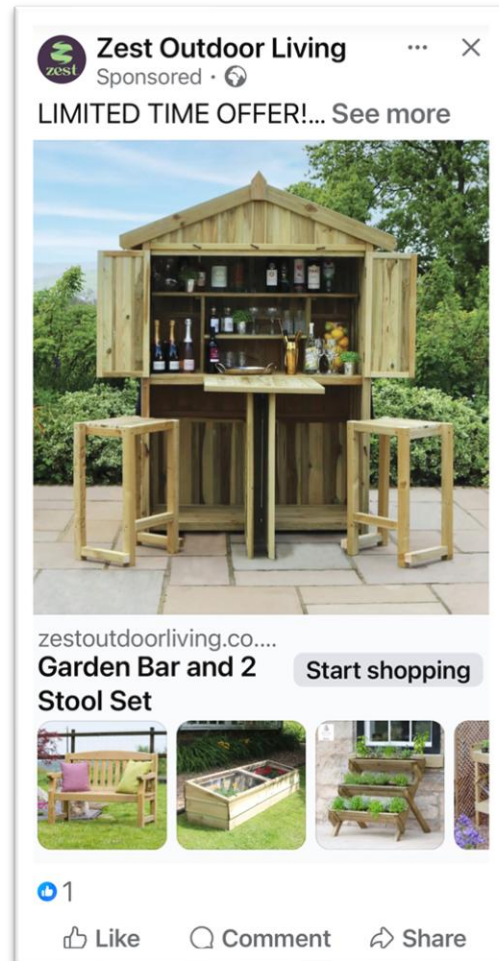


- HOUSEWARES – Exclusively
  - Press & Influencer Event
  - PR & Media Relations
  - Exhibition Support
  - Social Media Campaign

Read more about Exclusively [here](#).



# Projects we've LOVED working on



- GARDEN – Zest Outdoor Leisure

- Research project
- Branding & logo initiative
- New website
- Trade & consumer press programme
- Influencer Activity
- PPC & Facebook Ads

Read more about Zest [here](#).

# Projects we've LOVED working on



- BUILT ENVIRONMENT – Luceco
  - Stakeholder and end-user research
  - Branding & logo initiative
  - Trade and consumer press programme

Read more about Luceco [here](#).

# Tracking Results

Delivering results for your brand





# Influential contacts & real time tracking



At Brookes & Co we have the traditional media contacts and the influencers to deliver results and drive sales.



We measure results in ways that are meaningful.

We'll evaluate and evolve the content, media and delivery of your campaigns for year-round efficacy and value.

# Tracking results via

Volume & Impressions

Media Coverage Sentiment

Click Through Rates & Conversions

Consumer Insight

Website Traffic

Competition Entries

User Generated Content



# Let us create impact for you

Get in touch – we'd love to help with your marketing.

Find out more at [www.brookesandco.net](http://www.brookesandco.net)





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