

## CASE STUDY

### Hendy Ford promotion at Fareham Shopping Centre

#### Background

The Hendy Group's illustrious family-led heritage stretches back for more than 150 years. With the values of quality, care and customer service still at the heart of the company. They were looking to promote their brand and outstanding customer service and after unsuccessful promotions at other local shopping centre's contacted Space to trade with a view to promoting at Fareham Shopping Centre, as they were well aware of the centre's high footfall.

#### Venue

- Fareham Shopping Centre has demographic of 65% ABC1, with an average footfall of 140,000 per week - 210,000 - 230,000 during festive periods.
- Anchor stores include Next, Marks & Spencer, Boots and Debenhams.

#### Aims

- Hendy Ford is located locally to Fareham Shopping Centre in Newgate Lane, Fareham. The aim of the promotion was to promote the brand and their excellent customer service to a wider audience of the centre.
- The company had previously tried and tested supermarkets such as Morrison's and Tesco's, as well as other shopping Centres in the local area, but they were not getting enough exposure or the results they were looking for.

#### Promotion

- Space to trade were confident that the promotion would work well within the Fareham Shopping Centre and that the display would present an eye catching 'point of difference' on the mall.
- Hendy Ford brought in three cars to the centre over a two week period.
- The promotion, situated in the main thoroughfare of the centre, and was manned at all times.
- Company branding was included on the vehicles for awareness and visual effect.
- Prior to the promotion, Hendy Ford heavily promoted the fact that they would be coming into the Centre via their social media platforms.
- The promotion, situated in the main thoroughfare of the centre, was manned at all times, with company branding on the vehicles.

#### Result

- During the first week of the promotion, Hendy Ford was delighted to successfully sell four cars.
- Hendy Ford showed the highest level of professionalism with the promotion.
- The Centre Manager at Fareham Shopping Centre and visitors to the centre were delighted with the look of the promotion.



'The advantage of running a promotion at Fareham Shopping Centre is the high footfall, the locality and the fact that the promotion is undercover. It was a pleasure to work with Space to trade. Helen Frost made the whole process so simple, and following the success of the promotion, we already have plans to run another promotion in the near future.'

**Steve French, Hendy Ford**