



CLIENT:
Halfords

OBSERVATION:

Specialist editorial in newspapers will attract the most relevant audiences

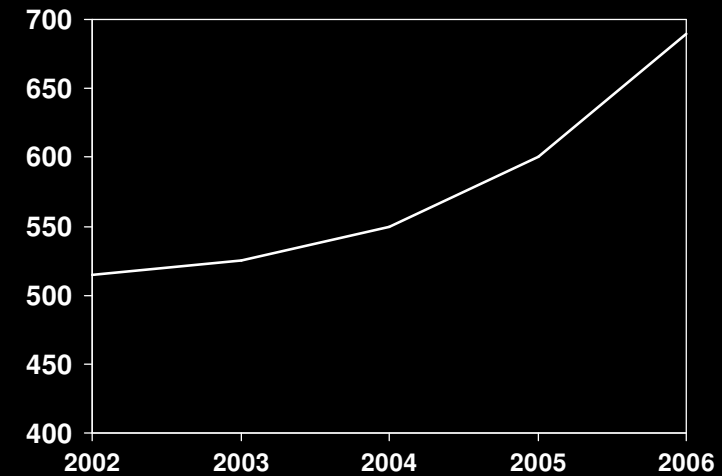


SOLUTION:

Single-minded focus through domination of the key salient print

TASK:

Whilst prioritising our requirement to drive weekly retail footfall, find a way to continuously underpin Halfords motoring credentials.



Halfords turnover in £ millions

RESULTS:

Halfords turnover saw a dramatic increase and there was an uplift in consideration of the brand