Travis Perkins wanted to engage existing landscaping customers over the key merchanting period of May to September. It was integral that the campaign worked within the brand’s overarching message of TP Merchanting as ‘your local timber and builders merchant’, encouraging loyalty from this target audience - besieged with price led promotions from rivals.

Now, landscapers don’t read trade magazines. They do use social media heavily - but Travis Perkins’ social channels aren’t active. Therefore Democracy had to devise a business to consumer route that would engage them, using the traditional media titles they actually read.

To add to the obstacles, timing was key. The campaign needed to maintain momentum, throughout the key-landscaping season.

1. Make Travis Perkins their first choice for all supplies
2. Raise awareness with landscapers within their local branch area
3. Raise awareness of the extensive product range, by showcasing the products they offer

High 5 was born: a national campaign to find the best landscapers in Scotland, Wales, Northern, Central and Southern England.

The competition was designed to celebrate the very best in professional landscaping, with entries judged against three strict criteria: varied use of materials; creating a beautiful but also practical space that shows innovation; and creativity and imagination. Landscapers could compete to win the High 5 endorsement of one of the leading trade brands in the UK - a prestigious accolade important to driving new business – plus win immediate financial reward as each winner was gifted a luxury weekend away.

It also engaged at a grass roots level. Nominations had to be made by the clients of each landscaper. Which, in turn, encouraged them to talk to their customers about Travis Perkins, their local supplier.

What’s more the competition was to be fronted by Melinda Messenger. From the target market’s point of view, Melinda was respected thanks to her role in Cowboy Builders and she also carried celebrity appeal. Landscapers’ ears immediately pricked up at the mention of her name and, therefore, the campaign. From a media point of view, the latter was also true. Her name, coupled with the regional relevance of the competition, got news journalists - the media we needed to reach to get the right messages to the right audience - interested.

With timing being critical, the competition was launched in May with Democracy targeting every single local and weekly print and online title, plus relevant bloggers, delivering 252 pieces of coverage in regional media with a collective reach of 24,168,218.

Alongside they worked with Travis Perkins’ in house creative team to ensure an integrated approach to message penetration spanning in-store POS and advertising. Plus leveraged the social media channels of the top 10 TP supplier database (Travis Perkins didn’t have their own channels) to extend awareness.

Finalists were announced in early September, with the five winners unveiled at the end of September.

✓ The trade really engaged with Melinda as the face of the campaign - selfies from tradesmen with their arm around lifesize cutouts of Melinda were spotted across customer Facebook channels and one branch reported that a tradesman ‘stole’ a cutout to keep in his van, sitting as a passenger in the front seat.
✓ Analysis of the coverage indicates that the following information was communicated:
  o Travis Perkins ‘your local timber and builders merchant’ 83%
  o Range of products available at TP 81%
  o Positioning of Travis Perkins as an industry champion 94%
  o URL for the website 58%
✓ 15% of all coverage included an inbound link (important for the brand’s presence on Google)
✓ 80 entries received with a wide spread across all five regions

PR proved a successful channel for Travis Perkins to keep their brand front of mind with existing landscaping customer accounts throughout the key merchanting period (May - September).