

Take a closer look at what our clients really think of our service.



Case Study



Motorline®

Customer:	Motorline Bristol Toyota North
Retailer:	Yate, St Mary's & Willowbrook Shopping Centres
Location:	South West
Industry:	Car Dealership

“...Yate Shopping Centre generated 58 leads and 13 sales, an excellent return!”

What was the aim of your promotion?

To promote Motorline Bristol Toyota North.

What other methods of advertising have you used previously and how effective were they?

Newspaper / A Frame – not very effective but ok for awareness. Social / PPC – Targeted so more effective.

How would you compare these with promotional space at our venues?

The great thing about Product Placement (Manned) is that you can qualify exactly how many warm / hot leads you have generated from each placement.

What was the purpose of the campaign and how was this achieved?

Product Awareness and to achieve direct leads that turn into sales. Yate Shopping Centre continues to be tremendously successful for us.

Thoughts on Access Point?

Extremely easy. Adam does all of the leg work for us, offering various placements, dates available and followed by a simple booking process. All we need to do is ensure that the vehicles are in-situ on time.

What were the results of the campaign?

Mixed dependant on placement. Although due to the ease of arranging we will only use Adam for all placements as the service provided is superb.

Number of leads generated/sales made?

Our most successful to date has been 1 week at Yate Shopping Centre generating 58 leads and 13 sales, an excellent return!

What impact has your work with Access Point had on your business?

Adam always makes the task of identifying and booking placements easy. He is always available for questions, is keen to take our individual business needs into account when searching for placements and makes the whole process extremely easy. I would highly recommend Adam to anyone requiring this service without hesitation.



01704 544999



hello@apuk.net



www.apuk.net