

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



## Case Study



**Customer:** Trinity Homecare  
**Retailer:** Peacocks Shopping Centre Woking, Ashley Shopping Centre Epsom, St Nicholas Shopping Centre, Sutton Shopping Centres  
**Location:** Shopping Centres

“... very helpful, professional and supportive.”

### Company Background

Whether you require a little support each week or full-time live-in care, Trinity Homecare have a range of services to help you live independently in the comfort of your own home.

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

We do leaflet drops, local magazines & coffee mornings. These have been a great source of brand building to work alongside direct recruitment and client leads.

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

The promotional events in the shopping centres have been a fantastic opportunity to get our name and brand out in the community and to provide face to face interaction with our Managers and care workers. It has given us more genuine leads and enquiries for our recruitment and New Business team. We have found this type of promotion better than leaflet/magazine drops as it provides a more personal touch to our marketing.

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

To build up awareness and create enquiries about the company. The results exceeded our expectations.

### How did you find the experience of setting up the campaign with Access Point?

Setting up the campaign was very easy and straightforward. Once the risk assessments are completed its very easy to book further campaigns.

### What were the results of the campaign?

We have recruited to date 2 employee's and gained several client enquiries. 6-8 recruitment leads, 3-4 client leads.

Adam has been our main point of contact and he has been very helpful, professional and supportive. He has made the process of booking the centres very easy and is always available should we have any questions or queries. **Rachel Hodson**



01704 544999



hello@apuk.net



www.apuk.net