

## Case Study: Mister Window Company

<b>Retailer</b>	Morrisons
<b>Location</b>	South, West & Mid Wales
<b>Industry</b>	Home Improvements

Mister Window is a long established Company who has been designing, fabricating and installing quality home improvements for over 28 Years for customers throughout South, West & Mid Wales.

### Why The Promotion?

A new 'In-store' department was created in April 2021 to complement their Marketing strategy and create greater face to face engagements with potential customers. A new team was created with promotional experience and who understood the value of place making and engaging the public.

**"I would like to take this opportunity to thank the Access Point team, who have helped us in achieving brilliant results in our first 6 months. They have given us a fantastic support network and excellent communication through all our bookings . A highly recommended business, whom we will be using for the foreseeable future".**

**Sally Ford, In-store Manager.**

### Why The Venue?

Mister Window used Morrisons supermarket sites across South, West and Mid Wales as they were a perfect fit for their geodemographic targeting – covering the area the organisation operates in and providing a high footfall of homeowners who could be needing home improvements.

### Results

The organisation was highly delighted with the results from the bookings, providing over £1 million of extra business from the initial 6 week project.

We have been working with Access Point since the conception of the In-store department and the support and communication from the team has been excellent – making our job so much easier.



**Case Study**



01704 544999



hello@apuk.net



www.apuk.net