Planters Garden Centre Promotion Space

MEDIA SHEET

Promotional Space at Planters Garden Centres

The family-run nature of Planters gives the group a welcoming, personal feel, creating a natural environment for brands to connect with customers.

With four garden centres across the Midlands, brands can create meaningful interactions in established destinations where customers have time to browse, explore and engage. The varied mix of gardening, home improvement, outdoor living, gifts, pets, aquatics and seasonal experiences also creates opportunities to connect with audiences across a wide range of interests.

From sampling and product demonstrations to experiential activity, lead generation and larger promotional installations, Access Point can help you find the right opportunity for your brand.

Why Planters Garden Centres?

For businesses, that creates the opportunity to become part of the customer journey in different ways, from a simple presence or sampling campaign through to demonstrations, experiential activity and larger promotional installations. The nature of the centres also means customers have time to browse, explore and consider what they are looking at. This creates a more natural setting for starting conversations, demonstrating products and building awareness.



To book a promotional space at Planters Garden Centres please get in touch.
Call Access Point on **01704 544999**, email **hello@apuk.net** or visit **www.apuk.net**

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Who You'll Be Talking To

When you partner with Planters, you position your brand in front of high-intent destination buyers. Planters' affluent audience visits specifically to browse luxury lifestyle collections, home decor, gifts, and seasonal experiences.

Because of the spacious restaurant settings and family attractions, visitors treat Planters centres as a full day out. This leisure-first model keeps customers on-site for hours, giving your brand maximum dwell times and repeated exposure to relaxed, active spenders.

You will also tap directly into two of retail's fastest-growing markets: pet owners drawn to their new Pet & Aquatic expansion, and a surging wave of house-proud younger homeowners investing heavily in their properties.

Key Benefits

- Engage homeowners, families and lifestyle shoppers
- Opportunities for face-to-face interaction and passive brand exposure
- Internal and external locations to suit different campaign formats
- Campaign opportunities across multiple Planters locations
- A relaxed environment away from the traditional high street



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External Promotional Opportunities

Planters' outdoor areas and customer parking provide highly visible space for brands looking to engage customers as they arrive, leave or move around the wider site. The space can work particularly well for automotive companies, home improvement businesses, utilities, financial services and consumer brands looking to generate awareness or new enquiries.

External locations can accommodate a variety of larger or more visible campaign formats, making them suitable for brands that want to demonstrate products, create a strong physical presence or encourage customers to stop and engage.

Ideal for:

- Vehicle displays
- Outdoor experiential campaigns
- Product sampling
- Brand awareness activity
- Customer acquisition campaigns
- Large-format promotional displays
- POD or trading units



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Internal Promotional Opportunities

Internal promotional locations are strategically placed to provide brands with the opportunity to engage customers within the garden centre hot spots.

Home improvement companies are a natural fit, while automotive, utilities, financial services, consumer products, holiday homes, charities and lifestyle brands can also use the space to introduce their products or services to a relevant audience.

The areas can support both face-to-face engagement and unstaffed campaigns, depending on the objectives and format required.

Ideal for:

- Product demonstrations
- Sampling campaigns
- Pop-up retail activity
- Lead generation campaigns
- Charity awareness campaigns
- Brand engagement activations



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Delivering Impact

Planters offers a combination of internal and external promotional environments, allowing campaigns to be shaped around the brand, audience and campaign objective.

Whether the aim is to generate new enquiries, demonstrate a product, launch a service or build awareness, the available spaces provide opportunities to engage customers in different ways.

With 4 locations across the Midlands, Planters can also provide options for brands looking to build campaigns across more than one venue.

For a full comprehensive list of all Planters Garden Centres available to book for promotions visit our free online **Venue Locator** tool.



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