

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



## Case Study



<b>Customer:</b>	Marie Curie Cancer Care
<b>Retailer:</b>	Co-Operative Group Stores
<b>Location:</b>	Nationwide
<b>Industry:</b>	Charity

“My experience of Access Point has been of an extremely organised, professional and friendly service...”

### Client Background

National campaign to increase charitable donations to Marie Curie. Over 500 days booked in 2014 following successful direct marketing fundraising events in other venues.

### Mission

- To raise awareness of Marie Curie Cancer Care
- To sign up new Direct Debit donators

“Co-Op is a good venue for our Direct Debit promotions. Setting up the campaign is very easy.”

### Results

Campaign responses were tracked via the total number of donator sign ups.

“We are happy with the results. We achieved over 2400 new donors.”

### Would you use this method again?

“Yes. The Co-Op covered about 17% of our total national private site promotions. They are an important part of our site mix.”

### Would you recommend Venue Promotion marketing?

“Yes. Face-to-face marketing is an honest, genuine way of fundraising that the public are familiar with.”

“On receiving feedback from regional managers and in my own experience as project manager I feel that the service we received was excellent.

No major issues, prompt communication at all times and great support all round.”

Our promotions raise awareness of Marie Curie services and encourage people to give regularly to support the charity and this year thanks to Access Point, we've been in private sites and the results have been really encouraging.”

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