

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



Case Study



PCHEVENTS

Customer:	PCH Event Management
Retailer:	Wickes & Sainsbury's
Location:	Nationwide
Industry:	Motor Dealerships

“...Access Point are very informative and helpful, offering a good service to our business supplying marketing events to our clients...”

Client Background

PCH is a multi-brand event management company that specialise in promotional events and off-site sales for the motor industry. They book multiple sites with Access Point every year on behalf of Citroen dealerships.

Mission

- To raise awareness of Citroen products
- To generate sales leads
- To arrange test drives for interested customers

Results

Results were tracked by number of leads generated and new vehicle sales.

“We generate a satisfactory amount for our clients with [promotions providing] good value and awareness of LCV brands. [Wickes venues also offer] exposure to our correct target audience.”

How did you find the experience of setting up the campaign?

“Access Point are very informative and helpful, offering a good service to our business supplying marketing events to our clients.”

Jonathan Coombe. Director - PCH Events Management Ltd.

PCH have already booked eight promotional events in various Wickes stores throughout 2017.

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