

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



Case Study



**giving
nature
a home**

Customer: RSPB
Retailer: Co-Operative Group Stores
Location: Sydenham
Industry: Charity

“Setting up the campaign is very easy...”

Client Background

Venue promotion to increase RSPB members. The charity has previously had successful membership drives in Co-Op stores and at other promotional venues.

Mission

- To raise awareness of RSPB
- To fundraise
- To sign up new RSPB members

“Setting up the campaign is very easy and Co-Op is a good venue for our events.”

Results

Campaign responses were tracked by the total number of new donator sign ups and fundraising donations raised.

“The results were good. We achieved 11 new RSPB members, raising £864 annually.”

Would you use this method again?

“Yes. Future dates already booked.”

Would you recommend Venue Promotion marketing?

“Yes.”

“The positive and friendly outlook on charity events allows understanding of what we do.”

Carly Jupp. RSPB



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