

INTERIORS

Advertising Effectiveness
ADVERTORIAL

BRINTONS CARPET



BRINTONS FINE CARPET TURNS UP THE HEAT WITH HELLO!

SETTING THE SCENE:

In autumn 2003 Brintons Carpets teamed up with **HELLO!** to mark the launch of Brintons Autumn/Winter collection. Brintons Carpets wanted to highlight the quality of the materials used in their latest collection and promote the Brintons brand as the ultimate in elegance and

luxury for ones home. **HELLO!** readers are renowned for demanding the very best in quality for themselves and their homes and for this reason, **HELLO!** proved to be the perfect vehicle to reach a discerning, affluent and stylish audience.



Brintons
FINE CARPET



depth, something that may not have been possible through straight display advertising.

What attracted Brintons to HELLO!?

Brintons Carpets wanted to communicate with a stylish and house-proud audience who had the disposable income to afford the very best in carpets for their homes. **HELLO!**'s popular fashion pages provided the unique environment in which to establish Brintons as this season's must-have purchase. By running an advertorial in an iconic and prestigious title such as **HELLO!**, it enabled Brintons Carpets to become associated with an upmarket and aspirational brand.

INTERIORS: BRINTONS

OUTCOME OF THE CAMPAIGN:

Brintons Carpets were extremely pleased with the highly tailored creative execution put forward by the **HELLO!** team. The advertorial ran alongside fashion editorial and so enhanced the communication objective to promote Brintons Carpets as the most stylish and fashionable brand for **HELLO!** readers' homes.

What were Brintons Carpets main objectives for the activity in HELLO!?

We recommended that Brintons Carpets used an advertorial format as opposed to display space in order to successfully communicate their campaign message to **HELLO!** readers. This allowed Brintons to convey to our readers the value and quality of their brand, promote the latest season's collection as well as provide a call to action in the form of a phone number and website address. Details of the craftsmanship, design and superior quality materials for which Brintons are renowned could be explained in



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
CARPET MANUFACTURERS
BRINTONS LIMITED, KIDDERMINSTER

Brintons
FINE CARPET

WHY HELLO!?

- **HELLO!** is renowned for going inside the homes of the rich and famous, offering its readers inspiration and incentive to purchase stylish furnishings and accessories. **HELLO!** readers are willing and able to spend money on fulfilling their desires.
- **HELLO!** readers are proven purchasers of quality products whether of a practical or luxury nature and the magazine itself provides the perfect environment to reach such an interested and affluent audience.



HELLO!