

Graham

11

Best Distributor Marketing Campaign

Ahead of planned upgrades to its bathroom showroom locations, Graham utilised focused market research to gain a better understanding of customer behaviours, requirements and to gauge the current perception of Graham showrooms. The merchant also aimed to understand the role that showrooms play in the purchase decision process and the benefits to installers.

A series of focus groups with customers and non-customers and the survey to customer facing branch staff were used to provide valuable insights. Based on the findings of the research, a new showroom strategy was formulated that focused on building on Graham's positioning and reputation for expertise and service.



19%↑
VISITS TO
SHOWROOMS

25%↑
SPEND PER
CUSTOMER

98%
CUSTOMERS
SAID THEY WOULD
RECOMMEND US
TO A FRIEND