

CASE STUDY: AMC EXHIBITIONS

Discover how The Listing helped AMC Exhibitions achieve their marketing goals.

Tell us about AMC Exhibitions

AMC is a well-established local company; for over 30 years, we have been designing and building bespoke exhibition stands for businesses exhibiting at trade shows all over the UK and Europe.

As you can imagine, COVID-19 decimated the entire exhibition industry – almost overnight, every project we were working on was cancelled. We received some financial aid from the Government and we're really grateful for that, but we don't qualify for the additional funding that other hard-hit sectors such as retail or leisure have been offered which is extremely frustrating.

In response, we decided to use our skills in the design and build of timber structures and set up a new venture: AMC Garden Rooms. We wanted to capitalise on the fact that so many people are at home and realising they need more space, whether that be as a home office, a gym or hobby room or just a place for the kids to hang out! We build the garden rooms at our workshop in Foxton and install them all over the UK. Our rooms are high quality, fully insulated and designed to be used all year round so they are a great investment.

What were you hoping to achieve with your advertising?

Our exhibition background means we have a lot of experience in business-to-business marketing, but selling to directly to consumers was new for us. We chose to advertise in The Listing because it is affordable and has an extensive reach in our local area, which we felt would help us generate interest in our garden rooms and – most importantly – high quality sales leads. It's important that the publications we choose



to advertise in reflect the high standards of our product – The Listing has a good quality feel about it, which isn't always the case with community publications.

Tell us about any measurable benefits you've seen from advertising in The Listing

We ran A5 ads in both the Royston and the Villages editions, and also received the additional online presence. We received a really encouraging level of enquiries and won three jobs directly as a result of the adverts. The response was amazing! What was particularly heartening were the comments we received from prospective customers who genuinely wanted to support a local business during tough times.

It's been a really difficult time for everybody, and being able to bring staff back off furlough and reopen our workshop has been encouraging. Needless to say, we've already booked for future advertising and we're looking forward to what the future holds.

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AMC Exhibitions

AMC Exhibitions

www.AMCexhibitions.co.uk

AMC Garden Rooms

www.AMCgardenrooms.co.uk

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