

case study

STORE – www.APlaceForEverything.co.uk

Where they were

- Small internet storage company with one physical store
- Low brand and consumer awareness
- No national presence
- Niche product offering

Where they wanted to be

- Widely recognised as a leading retailer of innovative, stylish and quality storage products
- A higher profile in key lifestyle titles
- Increased website traffic and on-line sales
- An industry-leading space-saving expert

What MC2 did

- Developed a media relations campaign targeting key lifestyle titles, and local and national newspapers
- Built and maintained strong relationships with leading sector journalists through regular contact and media visits
- Setting up an efficient press office function, MC2 made it simple for journalists to source STORE products, product images and editorial
- Positioned STORE Managing Director, Simon Glanville, as the face of the brand and a leading storage solutions expert through targeted comment in key sector publications

The results

- Increased presence in sector publications, and national regional newspapers including product shots, comment and credits in BBC Good Homes, The Sunday Mirror and The Independent
- Successfully launched a series of new products
- Significantly increased website traffic and on-line sales

MC2 has successfully positioned STORE on a national editorial platform just two years after the launch of our e-commerce website. Their **strong editorial relationships, creativity and stringent press office management** ensure that we secure excellent coverage in our key titles, which drives our on-line sales. The results generated by MC2 have **surpassed my expectations** and I value the strategic input they give me.

Simon Glanville

Managing Director, STORE – www.APlaceForEverything.co.uk