

# Case Studies

## **DEEPINGS TRADING**

*Building and Plumbing materials for the Trade*

The Deepings Trading Company is a builders' merchant based in Market Deeping near Peterborough.

It works in partnership with tradesmen and developers in the Deepings and the surrounding area and aims to be a one stop shop offering a wide range of products from drainage, plumbing and building materials to bathroom suites, electrical fittings and timber.

Smye Holland Associates undertakes media relations to raise its profile and promote its products to its key markets. The Deepings Trading Company's customers include housebuilders, construction companies, sub contractors and tradesmen.

Media relations needs to be effectively targeted to this broad range of customers to maximise results. We do this by working closely with The Deepings Trading Company to produce press releases which effectively communicate the company's key messages.

Smye Holland Associates also assisted the company with its official launch by providing media relations, direct marketing and event management expertise.

We assisted in organising an opening event that included identifying a suitable VIP to preside at the official opening of the premises.



We also promoted the event for The Deepings Trading Company through a carefully constructed media relations campaign using local business media and the national trade press.

Smye Holland Associates also assisted the company with a targeted local media relations campaign to support its sponsorship activities.

**Smye Holland Associates'** knowledge of the property and construction industry - and the media which serves it - has **enabled** them to keep us in the press on a **regular** basis. They were also able to assist us in organising a very **successful** opening event.

Ian Greenfield, Operations Director,  
The Deepings Trading Company