

## The Mobility Furniture Company success story



### Background

With over 30 years of experience, The Mobility Furniture Company provide custom-made, bespoke furniture all hand crafted within the UK.

Their comfortable and stylish products are direct to home and available with free national delivery.



### Objectives

To target identified audiences with two core objectives; build brand awareness of a specific product, and more importantly to acquire new customers via TMFC's first ever TV campaign.



### Campaign targeting

Using client supplied data presenting postcodes which indexed high for unit sales, Sky TV then identified and targeted only those households which contained adults with the relevant age and affluence bands within those areas.



*Sky TV allows us to clearly target both key geographical areas and relevant households as and when we require within days. We're able to track increased enquires and subsequently have run several cost-effective Sky TV campaigns across the last year.*

**James Mitton**

**Managing Director, The Mobility Furniture Company**



### Results

**Over £34k of new sales attributed**

**106 direct new incoming calls**