

SAYERS THE BAKERS

25 days – 25 locations!



Our recent Sayers the Bakers Postavan campaigning is a great example of the advantages of the [mobility](#) of our advertising.



When the largest independent retail baker in the North West of England approached us for some outside the box advertising, we knew we could help.

Run as a family business from 1912 to 1977, Sayers The Bakers eventually became a new business with sister shop Poundbakery. Selling a range of [cakes](#), [savouries](#) and [bakery products](#), Sayers felt they needed an alternative style push to remind those within the vicinity of their shops to give them a try.

After outlining a number of proposals to Sayers based on the budget they proposed, they were excited to opt for a mobile Postavan, [to visit each of their 25 selected shop locations for a day](#).



[Together](#) we worked out an appropriate route with them to [maximise their advertising time](#) for their nationwide campaign, beginning in Dudley and travelling through the north, taking in new places daily such as Crewe, Bradford, Leeds, Barnsley, Doncaster, Sheffield, Derby and Walsall, before concluding the campaigning with a day's promotion in West Bromwich.



We were able to work with Sayers to [help keep their costs down](#) by encouraging artwork design that would allow application of [flash banners](#) over their main artwork, to change the address of the shop being advertised each day. This enabled them to [achieve the most from their budget](#).



On campaign the drivers did a great job of [catching commuters](#) in the morning and [workers on their lunch hour](#), maintaining suitably close proximity to the stores themselves to catch the right demographic. At other times, the drivers ensured that the Sayers Poundbakery message was seen [near competitor stores](#) to prompt the public to think about alternative options available to them.

Sayers were really pleased with the impact of the campaigning and equally impressed with the [photographic updates](#) that were provided each day.

We've worked with them on a few campaigns now in Yorkshire and the West Midlands, each campaign more ambitious than the last, and we're sure we'll be working with them again in the future!



“Alternative Advertising is a truly remarkable company, with fantastic customer service and experienced staff. The team were always available to discuss new ideas and concepts and really understood what we wanted from our campaign.”

Marketing Manager, Sayers The Bakers