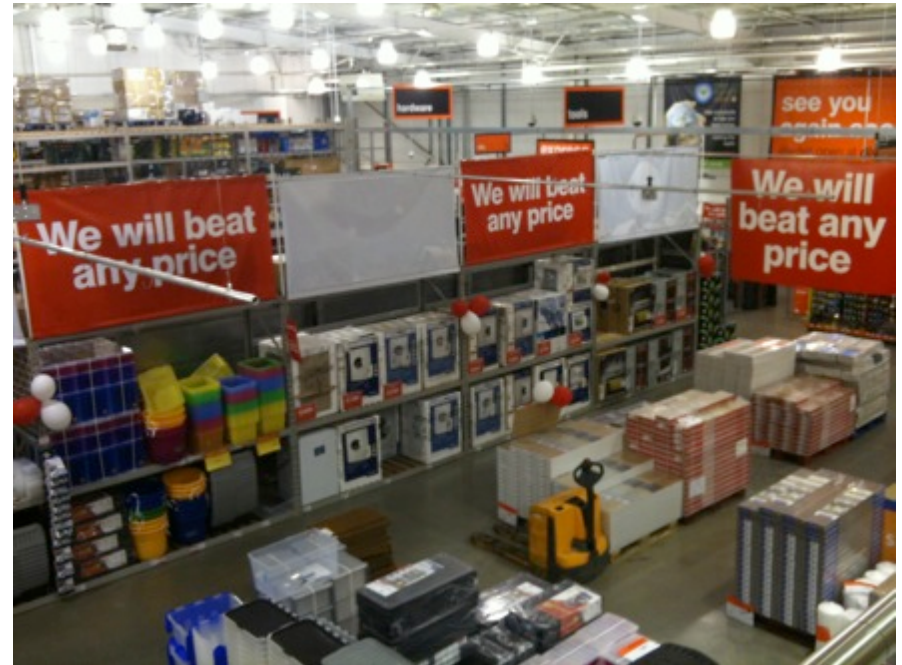


The B&Q logo consists of the letters 'B&Q' in a bold, white, sans-serif font, centered within a solid orange square.

**B&Q**

# ‘We will beat any price’ promotion



December 2011

# **B&Q's £1.75 million digital marketing campaign commences**

DIY retailer B&Q has launched its biggest ever online marketing campaign to promote its winter kitchen and bathroom Sale. The £1.75m digital campaign launched on Tuesday, reflecting the TV and print ads which launched the winter Sale on December 15. The campaign hinges on the theme of family memories associated with a home's kitchen and bathroom, set to the Dean Martin track, Memories Are Made of This.

B&Q invested £5.5m in the overall campaign that promotes the retailer's biggest and longest winter Sale. B&Q has committed to beating any price in the kitchen and bathroom market until March, and is offering a four year interest-free credit deal "to help customers spread the cost of their home investment".

B&Q marketing director Katherine Patterson said: "Customers increasingly shop around on line to make sure they've got the best deal so we're responding to this by reassuring the nation online, in print and on TV that B&Q will not be beaten on price."

B&Q said that research showed that customers are "confused and cynical" about the deals and offers in the market place. The retailer said its Sale "completely removes all the jargon and caveats to give customers a straight forward clear unbeatable value message". 'Hero' product deals include the Cooke & Lewis Helena bathroom suite, down from £1036 to £642.

Source : Nicola Harrison – Retail Week

[www.retail-week.com/sectors/home-and-diy/bq-launches-biggest-ever-online-marketing-campaign/5032235.article](http://www.retail-week.com/sectors/home-and-diy/bq-launches-biggest-ever-online-marketing-campaign/5032235.article)

28 December 2011

# We will beat any price



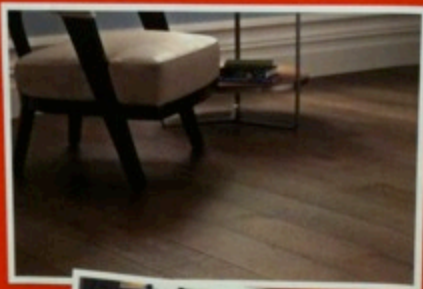
We will beat  
any price

# We will beat any price





**We will  
beat  
any  
price**



Up to

**4** Years  
interest  
free credit

**On ALL kitchens**

**1Year**

Interest Free Credit  
when you spend £1,000 or more

**2Years**

Interest Free Credit  
when you spend £2,000 or more

**3Years**

Interest Free Credit  
when you spend £3,000 or more

**4Years**

Interest Free Credit  
when you spend £7,000 or more



**0%**  
**APR**

REPRESENTATIVE







