

### Clarkes



Clarkes are one of the largest independent suppliers of building, farming and garden materials in East Anglia.

Established 100 years ago, Clarkes of Walsham have been serving the building & agricultural trades and more recently the public. As a family run, independent business, Clarkes pride themselves on offering a personal service that is valued by both trade and counter customers alike. Clarkes buy direct from most of the leading manufacturers which means that the range and quality of products is unrivalled.

Clarkes are also fast becoming the number one outlet for Cartridge and Shooting Accessories and Equestrian and Country Clothing in East Anglia and beyond.

ETT Brand Delivery look after Clarkes' brand both offline and online producing their extensive printed catalogues which are also made available online, planning and managing all above the line media and producing their main website and a number of specialist micro-sites via sister company, Affinity New Media.



Clarkes Catalogues designed and printed by ETT Brand Delivery.



The catalogue is used by both trade and public alike.



Clarkes history and provenance is an important part of their brand integrity.



A huge range of product groups all need to be represented.



Clarkes media advertising is planned and handled by ETT Brand Delivery's specialist Media Department.



Clarkes web presence is handled by ETT Brand Delivery's sister company, Affinity New Media.

## case study **Clarkes**



Brand marketing for both trade & consumer markets.



Garden & Leisure Furniture.



Clarkes use their online presence to represent the majority of their extensive catalogue inventory.



All delivered whether ordered in-store or online.



Whether trade or public – brand integrity is always paramount



A specialist micro-site for water storage tanks performs well thanks to expert online marketing handled by sister company, Affinity i-Marketing.



We cover everything including DIY supplies.

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