

Bakers & Larners



Bakers & Larners of Holt have been providing the people of North Norfolk with a unique, quality shopping experience since 1770.

From simple beginnings as ironmongers and ships Chandlers they have developed into a County Department store offering everything from wines & spirits to garden plants and tools, from exotic foods to soft furnishings. Their Food Hall, unrivalled in the area, has seen them referred to as the 'Harrods of North Norfolk'.

They now offer their products to the whole world via their Online Shopping Service.

ETT Brand Delivery look after offline marketing for Bakers & Larners as well as publishing their flagship customer magazine. Affinity New Media designed and produced Bakers & Larners e-commerce website for which the online marketing is handled by Affinity i-marketing.



Seasonal advertising is a crucial part of the annual marketing plan.



Advertising concepts designed to entertain, inform and stand out in an ever-more crowded marketplace.



Original ink illustrations were commissioned for a new season campaign.



High quality periodical advertising targeted at the client's key demographics.



The client's world-famous Food Hall is celebrated in print.



Brand is key for men's fashion advertising and editorial placement programmes.

case study Bakers & Larners



TV advertising all handled by ETT Brand Delivery for the client



Specialist food photography is a key ingredient in many campaigns.



Advertising concept to commissioned illustration.



The InterSport brand launch for the client was a huge success.



InterSport advertising for Bakers & Larners



A new advertising campaign starts to take shape.



High quality production values for the Bakers & Larners customer magazine produced by ETT Brand Delivery.

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