

QD Stores Group



QD Stores are an independently owned chain of discount retail outlets situated throughout the East of England and the Home Counties. Based in many of the region's larger towns and cities, QD Stores represent the very best in 'value retailing' – offering customers constantly changing quality stock at the very lowest prices.

With over 30 High Street stores, a separate garden centre sub-brand called Cherry Lane with 5 out of town destination centres, two additional out of town mega-store

sub-brands in Lathams and Buyright, a market leading fishing tackle e-commerce website and a online discount website, the Group is at the cutting edge of value retailing in the UK.

ETT Brand Delivery have worked with the QD Stores Group since 1987 and handle their marketing account in it's entirety including planning and consultancy services, above and below the line advertising campaigns, online operations and digital marketing.



Seasonal leaflet campaigns are key elements of main campaigns.



ETT Brand Delivery devised a "Let's Grow Together" campaign for Cherry Lane Garden Centres.



It's all about clear value signposting for customers.



Simplicity is the key word for TV campaign styling.



Part of ETT Brand Delivery's work included packaging design for own-brand products.



Special pull-out supplements in the Angling press produced superb results.

case study QD Stores Group



Price comparisons with national retailers form a key component of weekly retail activity.



Opening a new store in Wrexham required strategic outdoor advertising.



ETT Brand Delivery's sister companies, Affinity New Media and Affinity i-marketing look after QD's digital activities.



Free stickers included in all packaged orders from the client's internet operation were very well received by anglers!



Effective outdoor campaigns form an important part of the marketing mix.



Back to school campaigns utilise 48 sheet roadside posters across the UK.



Campaigns for Cherry Lane Garden Centre are brand-specific.



Classic retail design is extremely effective.

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