The Market Creative bunks down with The Fine Bedding Company

Wednesday 29 August, 2012

The Market Creative has been appointed to develop a new retail concept and shopper marketing campaign for The Fine Bedding Company.

An initial retail and shopper research project will inform a nationwide marketing campaign aimed at strengthening The Fine Bedding Company's relationship with independent retailers and large high street chains, such as House of Fraser.

Sue Benson, managing director at The Market Creative says: "We approached The Fine Bedding Company as we strongly believed that we could help them develop their retail and marketing proposition in the UK.

"We're delighted to have been appointed to work with them at such a prominent time in their growth. The initial research will drive the execution of both the retail concept and supporting marketing, which will help reinforce the company's position as the UK's sleep experts."

Claire Black, managing director at The Fine Bedding Company said: "The Market Creative completely understood our brand and business, demonstrating strength and expertise in retail as well as an understanding of how shoppers are motivated to buy. We're looking to further raise awareness of our luxury offering to consumers as well as the trade and looking forward to working with Sue and the team."

For further information visit themarketcreative.com

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