

Baskets & Blooms

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Based at Stuckton near Fordingbridge, Baskets and Blooms sell a wide range of border plants, hanging baskets and seasonal plants.

Baskets and Blooms were early adopters of the Brand New Forest Card scheme and heavily promote both card sales and the wider benefits of owning a card to their customers at the tills. This promotion is evident in the fact that Baskets and Blooms sell more Brand New Forest Cards than any other retailer throughout the forest.



In addition to the point of sale material displayed throughout the premises, Brand New Forest logos appear prominently on the business website providing a link from their own site back to the main Brand New Forest campaign site.



Business manager Richard has also provided a valuable input to the planning of both Shop & Buy and Eat & Grow campaigns. They also provide feedback on the card scheme which has been of significant importance and value as the scheme has developed and grown since its launch.

Throughout the campaign the Brand New Forest offer from Baskets and Blooms has been regularly updated ensuring that their loyal customers always have reason to visit and use their cards, similarly the seasonal nature of these offers ensures that new customers are constantly attracted through the doors. This also ensures that Baskets and Blooms enjoy maximum exposure on Brand New Forest's social networks and e-mail updates.

