

CASE STUDY: GROSVENOR MOBILITY

Growing a senior brand from the ground up

THE DETAIL

- Brazil Street have been there from day 1, when the Directors launched Grosvenor Mobility into a busy marketplace in 2017.
- Back then, they were spending £500k per annum, to present day, where Brazil Street have grown Grosvenor's advertising spend exponentially to £3m+ per annum, investing in what now is a highly-refined, integrated, multi-channel media strategy.
- From Inserts and Prospect Direct Mail to linear TV and TV sponsorship, and plenty more channels in between, Brazil Street have always been responsible for planning the right mix of media, weighting of budget and identifying the right next new channel to test.
- Brazil Street make themselves accountable for media performance and measuring success.

THE RESULTS

£3m

Investment
in Media

£15m

Tracked
Revenue

5:1

Return on
Ad Spend

Grosvenor Mobility provide
their senior customers with
made to measure Rise &
Recline Chairs and
Adjustable Beds

DON'T JUST TAKE OUR WORD FOR IT...

“Efficient, organised and well-polished. Truly first rate and a pleasure to deal with. We happily trust Brazil Street with our media budget and would recommend anyone to do the same. Our relationship has grown from strength to strength.”