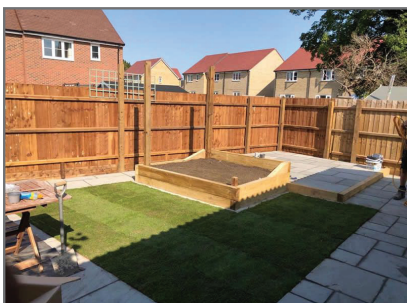


# CASE STUDY: STEWART BULLARD AND SON

Discover how The Listing helped Stewart Bullard and Son reposition their business.

## Tell us about Stewart Bullard and Son

We are a family run company, established 30 years ago. We are a diverse company that looks after a large number of educational sites, covering grass cutting, hedge cutting, border maintenance, white lining covering football and all sports markings and other needs. We also carry out hard landscaping projects for the public, including garden design. We also cover field maintenance, rolling, spiking, fertilization and over seeding.



## Have you seen any measurable benefits from advertising in The Listing?

The advertising has done exactly what we set out to do, got the message across that we are so much more. We have been inundated with enquiries for our services, covering all aspects of the work we do. The increase in work has been so measurable that we have had to withdraw our advert for July and August as we simply can not take on any more work! We made this decision as our standard and good name are very important to us, we did not

## What were you hoping to achieve with your advertising?

We decided to start advertising in The Listing for the first time this year, advertising is not something we have really explored before. However, I was very aware that we needed to bring the company forward and get the message out that we are so much more than a company who just cuts grass for a living. The Listing gave us that platform due to the vast number of houses it covers in Royston and the surrounding villages. We wanted to expand on the hard landscaping side of the business as this is something we have not pushed before, it felt like we were not utilising the all the staff's expertise and the machinery we have.

want to have to keep saying sorry, no we can't take that on at the moment. However, we will be returning in September!

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Stewart Bullard and Son

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[www.stewartbullard.co.uk](http://www.stewartbullard.co.uk)

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