

## February



### Ad-hoc release – Improve not move

With the current economic uncertainty, more and more home owners are putting their plans to move on hold and instead focus on improving their current property.

This press release taps into this trend, offering top tips on simple home improvements that won't break the bank. It offers general interior design advice as well as focusing on the variety of ways framing can be used to add excitement to rooms throughout a home.

#### Supporting documents

- [Template press release](#)



### In Store Event - Meet the artist

Invite a local artist into your premises to promote their work and invite your customer database and the local community and ask the artist to invite contacts too – giving you the opportunity to generate new business.

#### Supporting documents

- [Event checklist](#)
- [Template invitation letter to customers](#)
- [Template diary note for local media](#)



### Competition - You've Been Framed

Set up a competition for locals to enter photographs of themselves / friends / family doing something funny or embarrassing. Exhibit framed entries in store.

#### Supporting documents

- [Template competition copy](#)