

A substantial increase achieved in the current economic climate



Debbie – Sales Manager

Outdoor Collections have been supplying high quality, European designed outdoor furniture to New Zealanders for over 20 years.

Outdoor Collections objective was to be a dominant market player in the outdoor furniture category. To achieve this they increased their advertisements to full pages in The New Zealand Herald for a three month period earlier this year.

“The New Zealand Herald instigated a well-planned and aggressive campaign, which resulted in a substantial increase in sales volume compared to the same time period in previous years. This sales increase is surprising but welcomed in the current economic climate.”

Shane Walsh, Director – Outdoor Collections

To find out how The New Zealand Herald can help you to achieve sales growth, speak to Daniel Dalton on (09) 373 9358.



The New Zealand Herald



Victoria – Resident Interior Designer