

# How to become a Grand Designs approved partner



**Engage with an audience who are passionate about creating a dream home that they long to live in**

## **What is the Grand Designs Premium Partner scheme?**

It's a coveted Grand Designs brand endorsement. Being a Premium Partner will send a strong signal to a wider audience that an approved brand represents excellence in its industry, offering products and services of the best quality. The approvals team will identify, assess and select brands suitable for Premium Partner status. Companies which meet the criteria will need to demonstrate exemplary customer service, product innovation and sustainable business practices.



## How being a Grand Designs partner can benefit your brand

Grand Designs is a multi- platform global brand. It has the power to enhance a partner brand's reach and influence with a highly motivated, high-income audience. The brand represents 25 years of authority in the arena of self-build, renovation and home-improvement inspiration and ideas.

### How it works

The approvals team will pre-select brands that align with the Grand Designs ethos.

We will be looking for trustworthy expertise, quality products and an eco-conscious track record.

Selected companies will be expected to provide customer testimonials, along with evidence of their sustainability and business ethics policies. If a brand passes the screening process, it will be able to select from a range of Grand Designs Premium Partner endorsement opportunities.



# Premium Partners

- Consilium Hortus Garden Design
- ID Systems
- Grabex Windows
- Gemini Worktops
- Express Bi-fold Doors
- Schüco
- TQ Design & Build
- Open Square Glazing
- Money Watch Finance
- Garolla
- Origin Doors and Windows
- Express Bi-folding doors
- Worcester Bosch
- Quooker
- Cupa Pizarras
- SWR Group



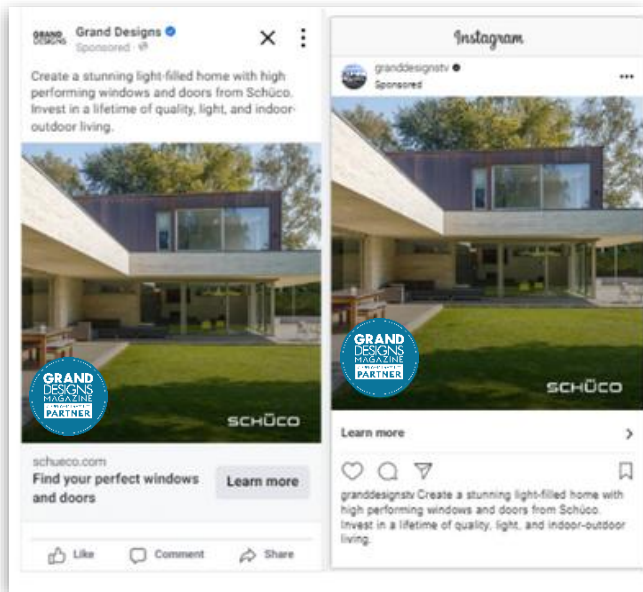
# How brands are using the logo:



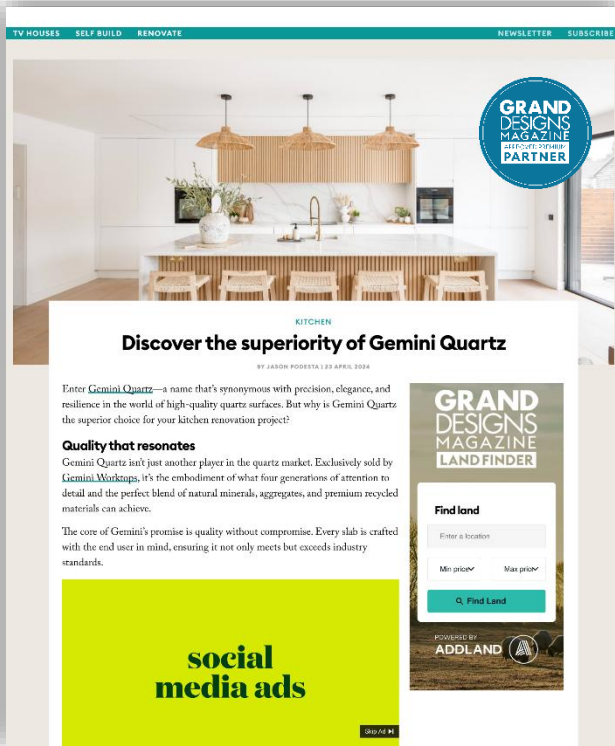
# Creative Examples



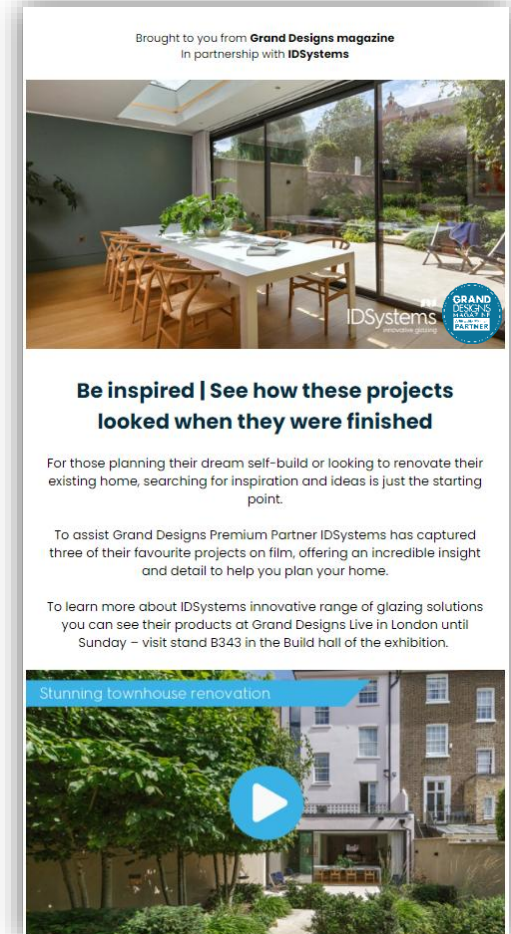
## Social Posts



## Websites



## Solus Emails



# Marketing stats case studies -



- ID Systems

Targeted solus email:

**-Sent to: Self build and renovating database**

**-36% Open rate**

**-1.6% CTR**

- Quooker

Online feature article:

**-Views: 1,784**

**-Average reader engagement time: 1 min 20 seconds**

- Cupa Pizarras

Social campaign:

**-Impressions put in: 25,000**

**-Impressions received: 62,660**

- Gemini Worktops

Targeted solus email:

**-Sent to: Kitchens and Bathrooms database**

**-34% Open rate**

**-1.4% CTR**

Brought to you from **Grand Designs magazine**  
in partnership with **Worcester Bosch**

### Get winter-ready with the Greenstar 8000+



Designed for bustling family homes and busy morning schedules, and to sit stylishly on display whilst doing so, this is a boiler that earns its place in any reno or remodel.

#### Powerful

With the heating on full blast and every bathroom running showers, you'll still have plenty of hot water to spare.



#### Smart

Monitor your heating remotely with clever controls. Make your home more efficient and responsive, to both the weather outside and family life inside.



#### Why Worcester Bosch?



Stamped with the seal of approval from the experts at GoodHomes



Proud recipient of a Which? Best Buy for the 15 years



Recognised for their customer service and innovation



## Premium Partners Testimonials

- 'Our association as a Grand Designs Magazine Approved Premium Partner has enabled our brand to reach, and influence, a highly motivated, high-income audience'- **Black Steel Doors**
- 'The Grand Designs Magazine Premium Partner Scheme has enabled Grabex to secure new customers as the association with the Grand Designs brand emphasises the fact that the business offers a service of the highest quality'- **Grabex Windows**
- 'Our Premium Partnership with Grand Designs has allowed us to align our brand with and established trusted media channel. The activations within the partnership had have given us a good presence across the Grand Designs platforms and also enabled us to use the logo across our marketing collateral'- **Elite Garden Rooms**



# PREMIUM PARTNERS

MENU OF OPPORTUNITIES	TIER 4	TIER 3	TIER 2	TIER 1
<b>LEAD GENERATION</b> Data capture form hosted on the Grand Designs website, with drivers from: 3 solus newsletters, 2 promoted social media campaigns, 3 newsletter inclusions.				•
<b>NEWSLETTER INCLUSION</b> Section within the Grand Designs Magazine weekly newsletter.			X2	X2
<b>WEBSITE LEADERBOARD</b> Website leaderboard to stay live on the granddesignsmagazine.com website for 1-month.			X1	X1
<b>TV &amp; RADIO</b> The Grand Designs Approved Partner branding can be included as an endorsement applicable to your business incorporating TV & Radio advertising campaigns.		•	•	•
<b>PROMOTED TARGETED SOLUS EMAILS</b> The solus emails are sent to subscribers who have requested information on a particular product/service and will incorporate the Grand Designs Approved Partner endorsement.		X1	X2	X2
<b>MARKETING COLLATERAL</b> The Grand Designs Approved Partner endorsement can be included within your business message on PPC marketing, branded content and display ads, when promoting your company on YouTube, Facebook, Instagram, Vimeo and X plus all printed marketing material including, leaflets, brochures & magazines, relating to your business.	•	•	•	•
<b>WEBSITE LOGO</b> The Grand Designs Approved Partner endorsement can be incorporated across the website pages of your business.	•	•	•	•
<b>FLEET VEHICLES &amp; COMPANY CLOTHING BRANDING</b> The Grand Designs Approved Partner endorsement can be incorporated on fleet vehicles and clothing along with the opportunity to include the branding at shows & exhibitions.	•	•	•	•
<b>ONLINE FEATURE ARTICLE</b> The advertorial will remain on the website highlighted under our Premium Partner section on our website for 12-months incorporating the Grand Designs Magazine Approved Premium Partner logo	X1	X1	X1	X1
<b>PROMOTED COMPANY SOCIAL MEDIA POSTS</b> 50k impressions-awareness campaign. Sent directly to Grand Designs followers and look alike audience who match your relevant target audience. Sent out across our verified social media accounts.	X4	X7	X7	X7
	£5,000	£7,500	£10,000	£15,000



# Getting started

If you'd like your company to be considered for the Premium Partner scheme, please email:

[media@grand-designs.com](mailto:media@grand-designs.com)

A member of the team will be in touch as soon as possible.

