

MASTERCRAFT®
KITCHENS



Auckland Home Show 2025

Mark Gallagher

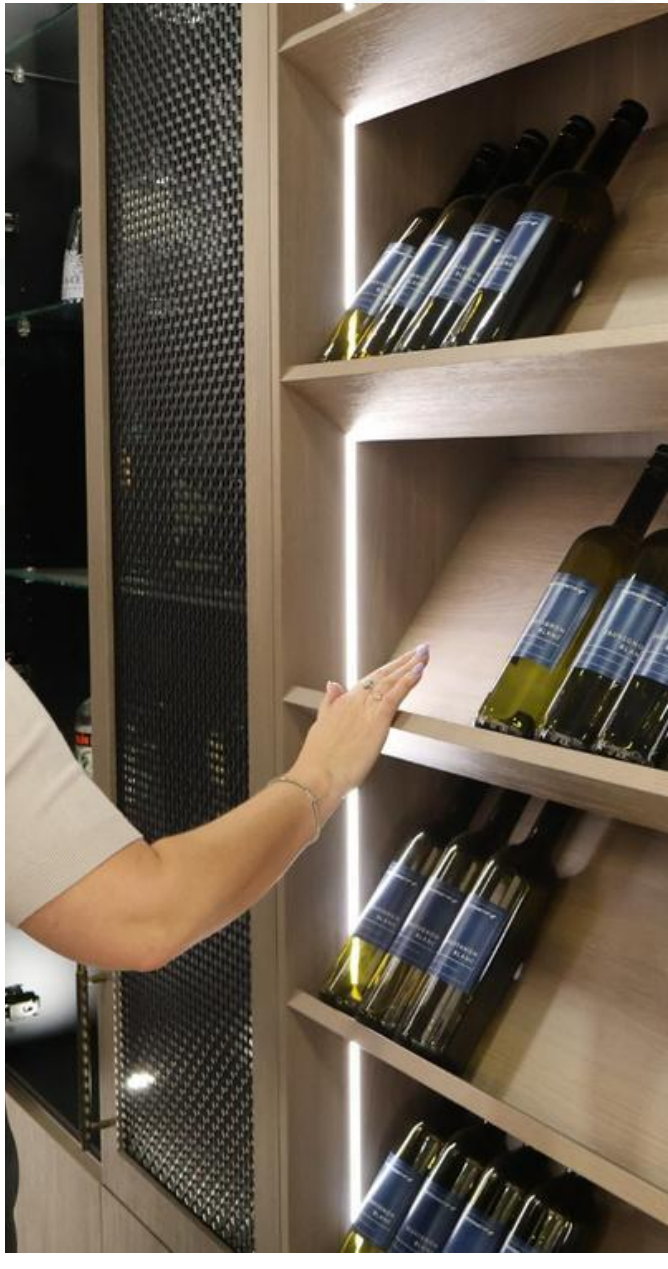


MASTERCRAFT KITCHENS

TOUCH POINTS



- Why did we do it?
- How did we go about it?
- What did success look like before the event?
- Did we get a good number of leads?
- Key lesson/learnings?
- Would we do it again?



KEY STATS & TAKE AWAYS



- Kitchen Renovations was *4th most popular* reason why people went to the Auckland Home Show.
- Most people were looking to complete in the *next 0-6 months*.
- *104 qualified leads* signed up over the 4 days.
- Developed quality B2B relationships.
- Introduced a strong Mastercraft Brand Presence to the Auckland Home Show.

PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
29%	**28%**	**21%**	**12%**	**10%**

38,153
ATTENDEES

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WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	**30%**
Already started their home renovation	**19%**
Currently planning a future project	**20%**
Upgrading household items	**14%**
About to start building their new home	**9%**
Already started building their new home	**5%**

PLAYING TO WIN

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SPECIAL THANKS TO OUR SUPPLIERS:

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Compac Panels™

PrimePanels NZ

CFL Benchtops™

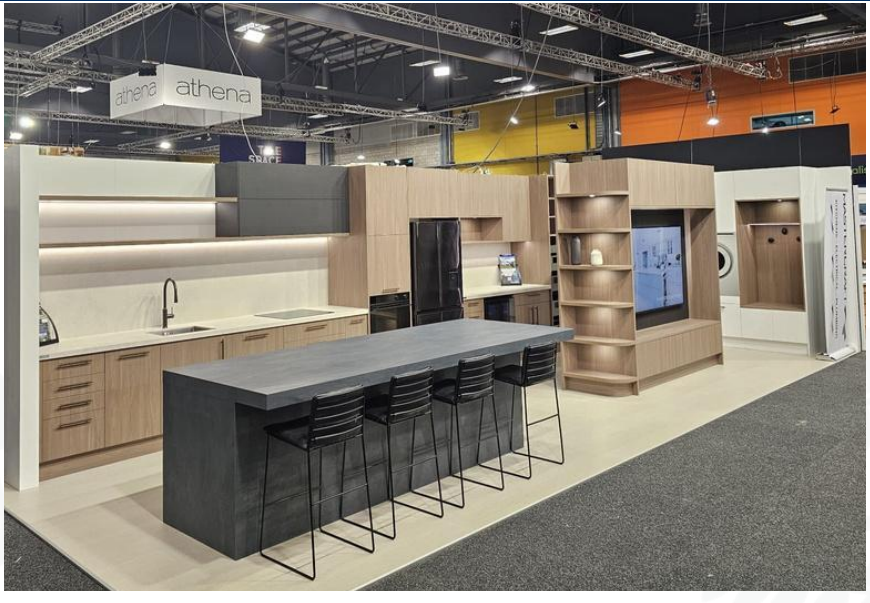
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THE KITCHEN PEOPLE

JAG

auckland
Home Show
New Zealand's No. 1 Home Renovation & Building Expo

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