

How Hobbycraft is keeping the nation creative during lockdown!

The UK's leading art and craft retailer and the first national retailer to cater for more than 250 different activities all under one roof.



Hobbycraft has provided the crafting materials to support both local community initiatives and those wanting to support NHS and other key worker groups

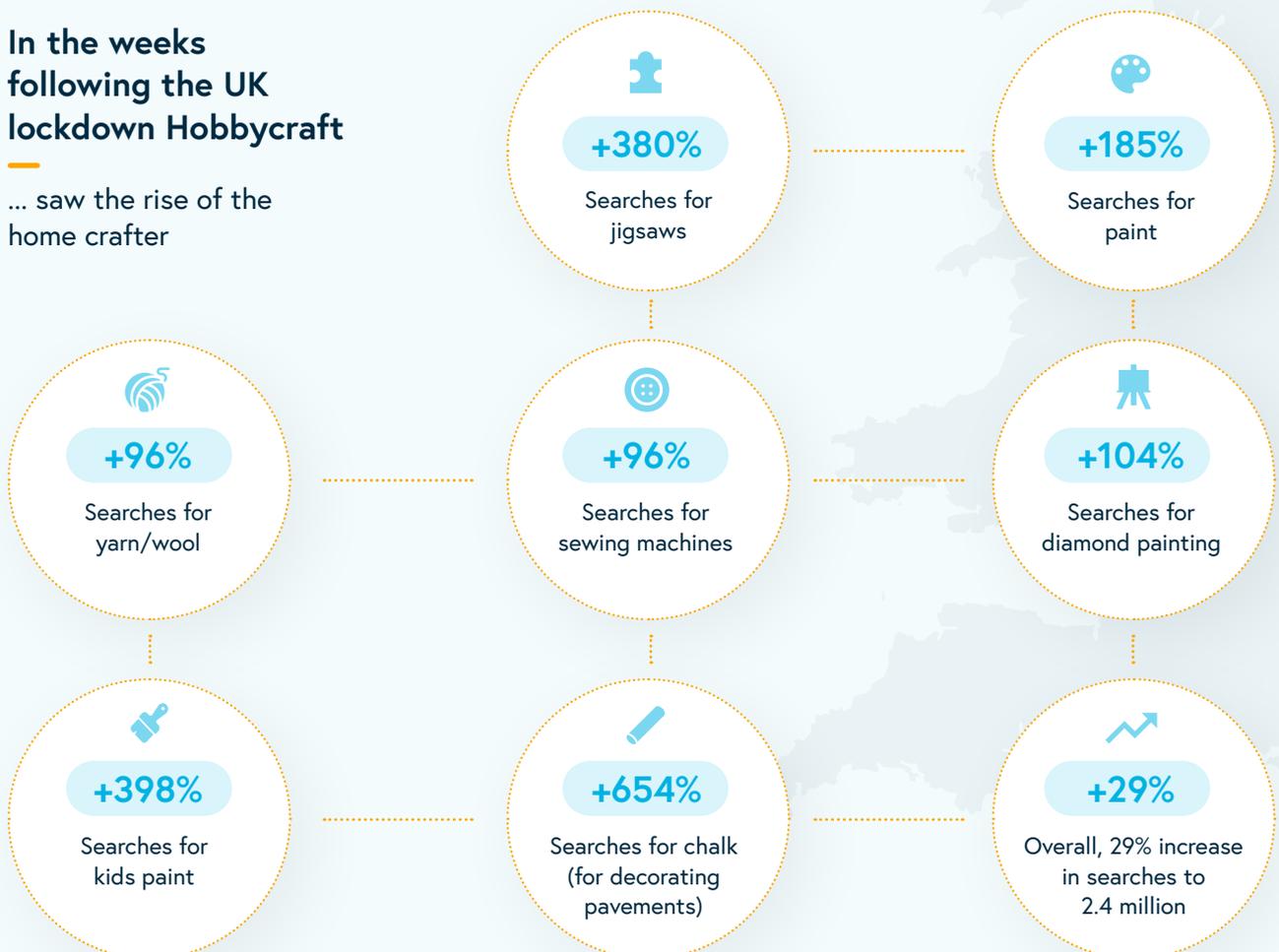
Hobbycraft's distribution centre has been completely redesigned first and foremost to ensure its colleagues can operate in safe conditions and then to meet any increases in demand

Hobbycraft sees huge increase in customers searching for crafting ideas since lockdown

Demand for jigsaws, chalk for pavement decorating and kids paint has more than doubled since lockdown

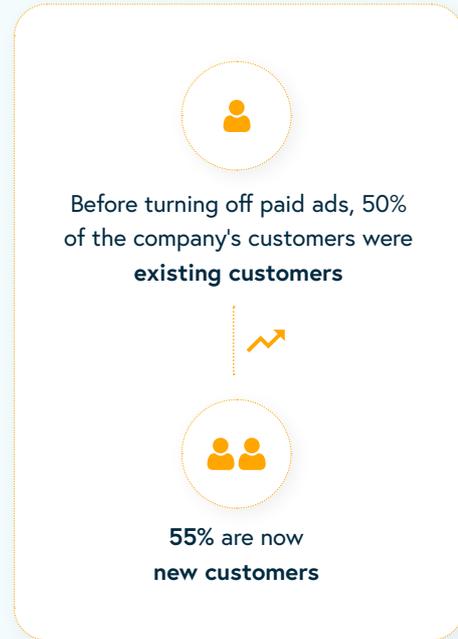
In the weeks following the UK lockdown Hobbycraft

... saw the rise of the home crafter



... saw a huge increase in brand new customers

-  The high customer demand has been driven by customers seeking out crafting for the first time and to provide activities to fill time. They have modified their approach to marketing, switching off all paid media whilst at the same time increasing content that has driven direct and organic traffic.
-  As a result of this new engagement strategy the company has seen an increase in new customers



... redesigned its distribution centre to keep serving customers safely

-  Hobbycraft have reengineered the entire distribution operation ensuring that colleagues are able to work in a safe and secure environment, observing social distancing, doubling the number of packing benches and modifying delivery propositions to support colleague and customer experiences
-  Hobbycraft redesigned its entire distribution centre to cater for increased demand in online order



... give back to community and support the NHS

-  Hobbycraft are hosting a daily kids craft club for crafting challenges, project inspiration, tips and tutorials to keep both parents and children entertained and busy
-  Hobbycraft have supported an increase in customers asking for crafting material donations to make essentials for NHS workers