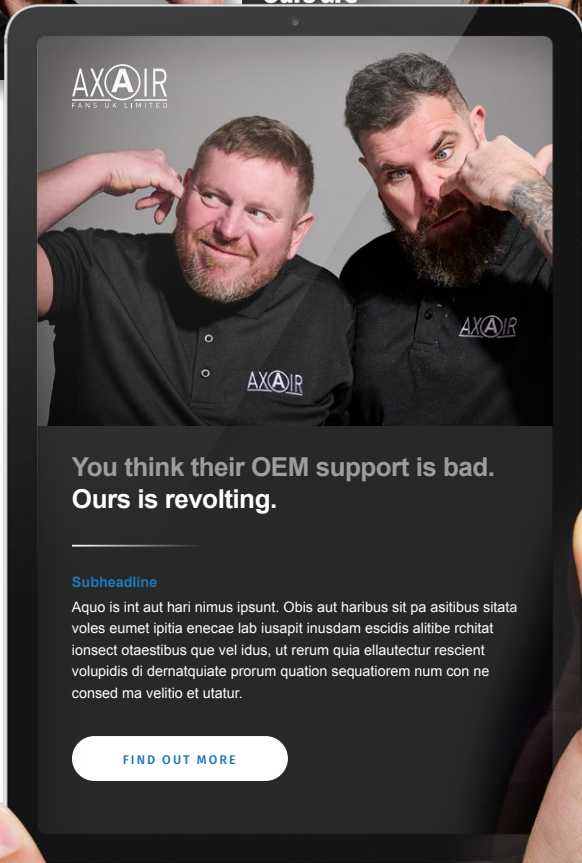
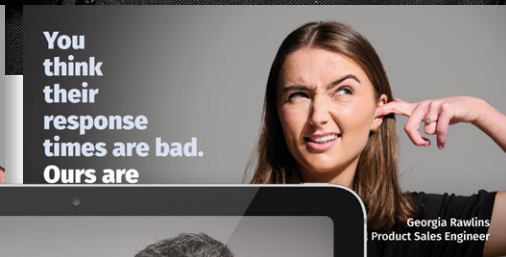
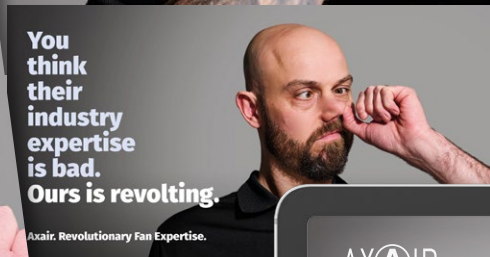


# How leading a creative revolt returned x47 ROI for Axair.



**PLAY GIF**

Axair didn't just compete with the big brands— they outsmarted them. With creative guts and a challenger mindset, they proved that being small isn't a weakness. It's an opportunity to be fearless.



**x47**  
ROI



**256%**  
increase in leads