

Category 13

Best Distributor Marketing Campaign



Summary

The Discovering Décors campaign was conducted by leading UK distributor, James Latham, between May – October 2022, to raise awareness of its vast portfolio of decorative surfaces. Adopting a multi-channel approach, it worked with The Think Tank, Ginger Digital, Feed Me Content and Cyon Agency to develop a two-pronged, audience-nuanced campaign. Tough targets were smashed on every level, with marketing activity leading to an impressive surge in social and web traffic as well as a massive spike in enquiries of almost 30%.

Results

Commercial:

- 16.4% increase in décors sales (+4% on previous financial year, and +63.9% over target)
- 27% increase in enquiries for decorative products (+35% over target)
- 9,868 visitors to The Digital Showroom throughout the campaign (+97% over target)

Outcomes:

524,044

views of décors campaign videos achieved, with 10,300 hours of footage watched (+74% over target)

58

earned articles achieved across Tier One specifier, design, and construction media (+93% over target)

Partners:

cyonTM
AGENCY

fmc
FEED ME CONTENT

G GingerDigital

Publications

**INTERIOR
CONTRACTING
& DESIGN SPEC**

A Architecture
Today

design / curial

Furniture News
The essential guide to the UK domestic furniture trade

RIBA
The RIBA Journal

ttj
AWARDS 2022
CELEBRATING THEIR TRADE EXCELLENCE SINCE 1997

Celebrating 30 years of brilliant
B2B marketing and PR in 2023

thinktank.org.uk

