

Best Big Budget Campaign (£50k+)

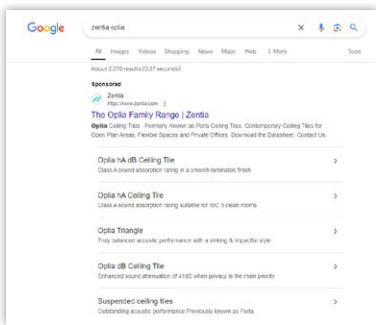


Zentia's Oplia campaign was designed to rename our Perla product family to Oplia without confusing the market and to highlight its range of acoustic and aesthetic qualities.



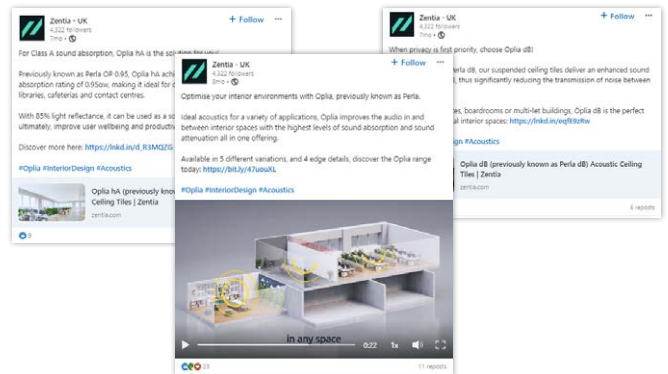
PPC (Google Ads): Search and Display Ads

Targeting previous product names, new brand searches and web-specific targeting.



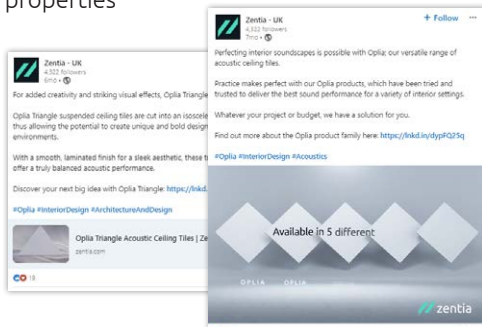
LinkedIn

Organic and boosted posts targeting specific job titles



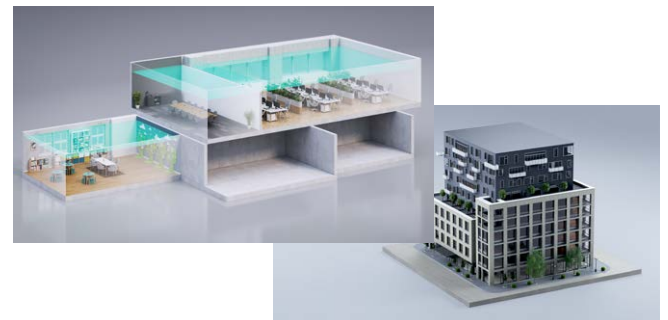
Organic Social

Phased approach focusing on new shapes and acoustic properties



Creative Materials

Created 3D diorama and Revit models to NBS standards



75%

video view rate on LinkedIn



8,884

clicks to Oplia landing page



6

revit models created



26,000

impressions generated from search campaign



245k

reach from press releases created