

Case Study 3: Lee Jofa 200

Summary: A year-long campaign began in January 2023 and will continue through December to promote the 200th Anniversary collection of fabric and wallcoverings. The campaign includes organic and paid content, consisting of Instagram Reels, stories, in-feed posts, influencer boxes, continuous email coverage, and in-person events at showrooms in 3 major markets. We are focused on celebrating old patterns and prints right now and will change our focus to new products in August when we reveal the new colorways for those timeless Lee Jofa favorites.

Results: Our content has thus far performed above our average benchmarks, which is a positive sign. We expect greater results, though, when we have new product to promote.

Case Study 3: Creative Examples

Click on the images to see some of our highest performing Instagram Reels from this campaign.

