

CREDO PLANTERS – HOME DECOR BRAND

How a home decor brand got
interior designers and architect's tie
ups



01 **BRAND MESSAGING CAMPAIGN**

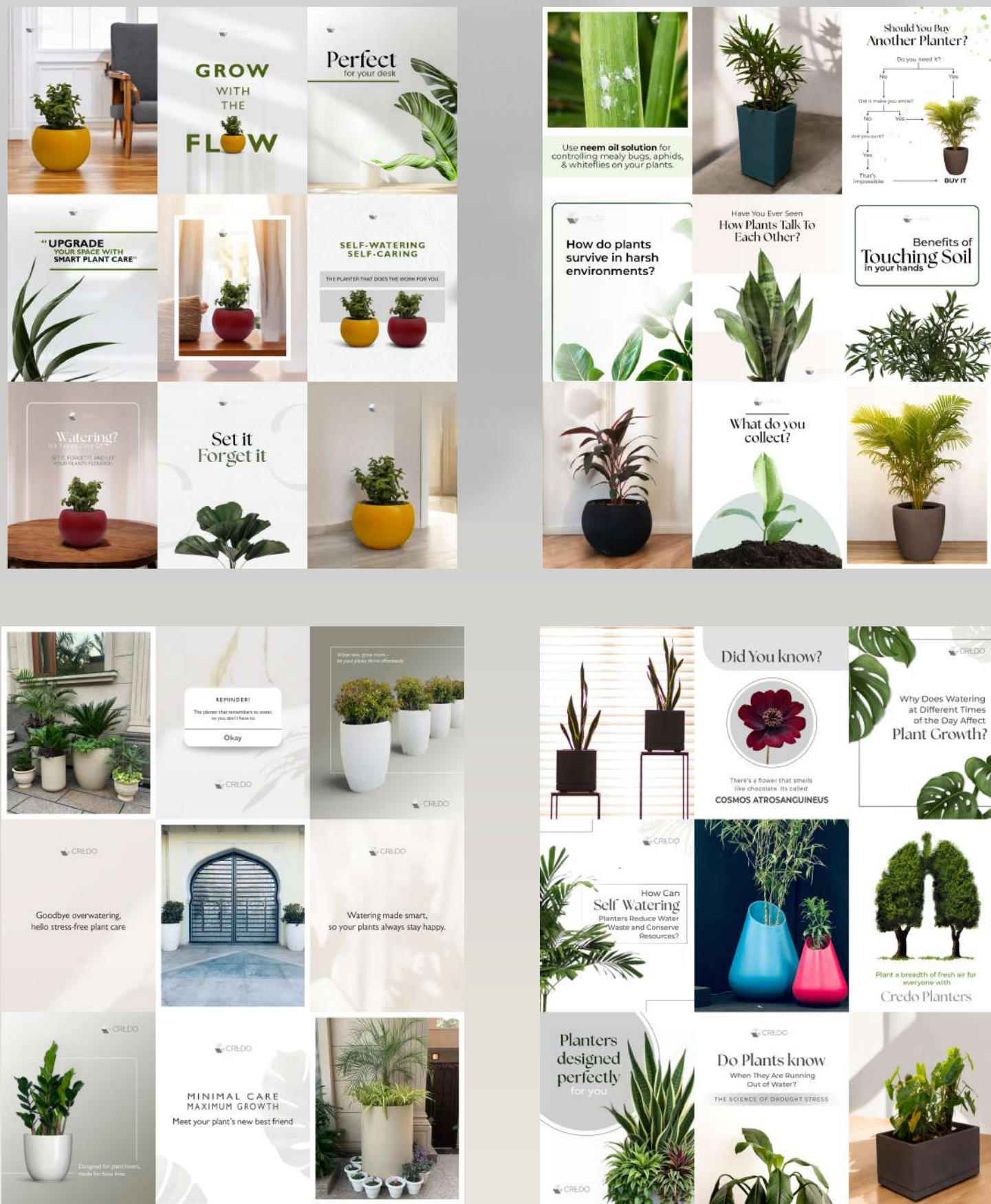
Partner with Credo : World's first FRP self watering planters



02

CAMPAIGN STRATEGY

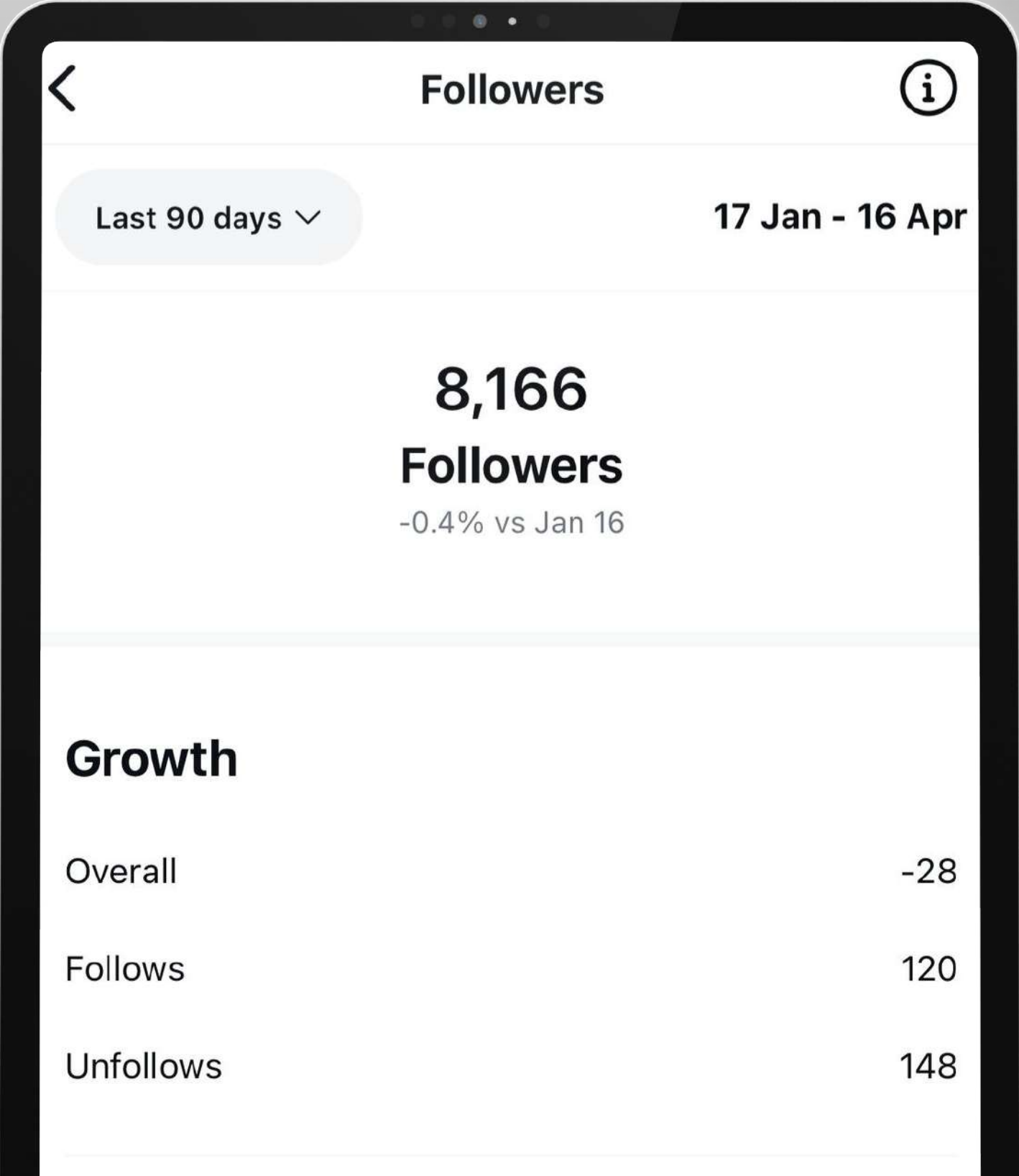
Grid Asethetics



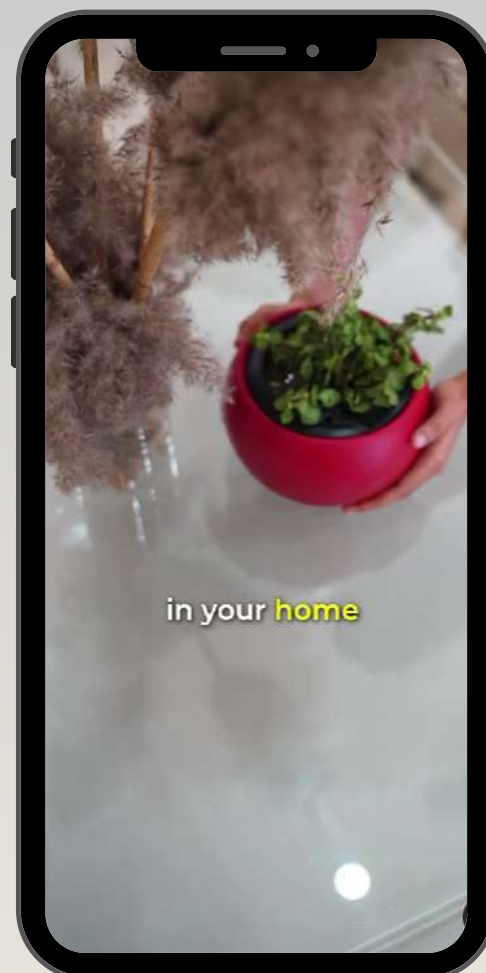
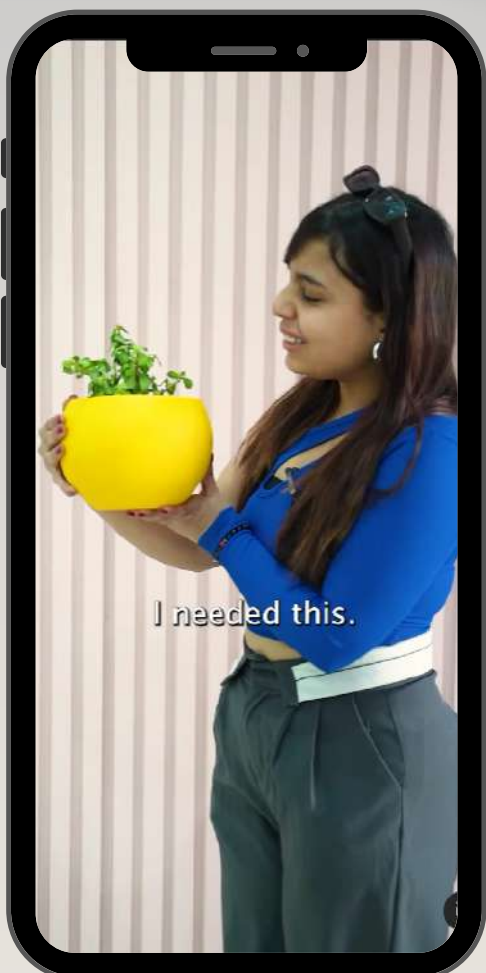
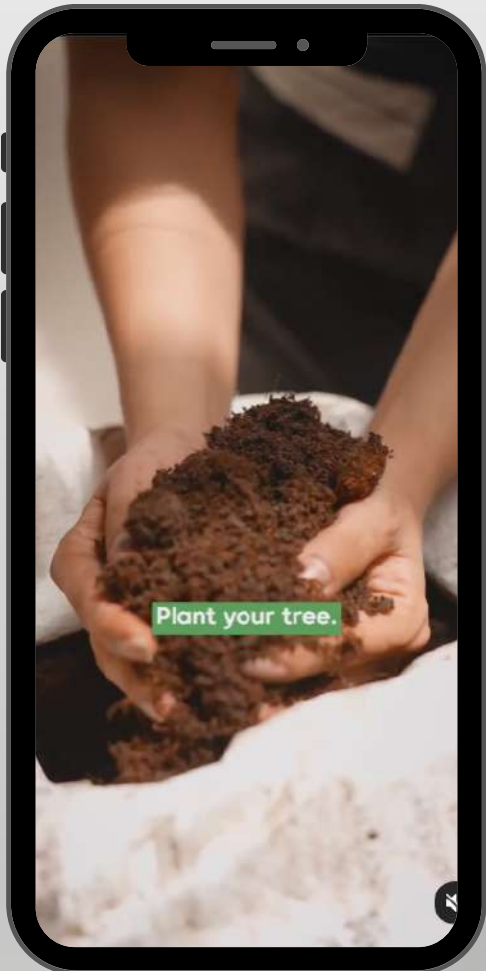
02

CAMPAIGN STRATEGY

Followers Growth



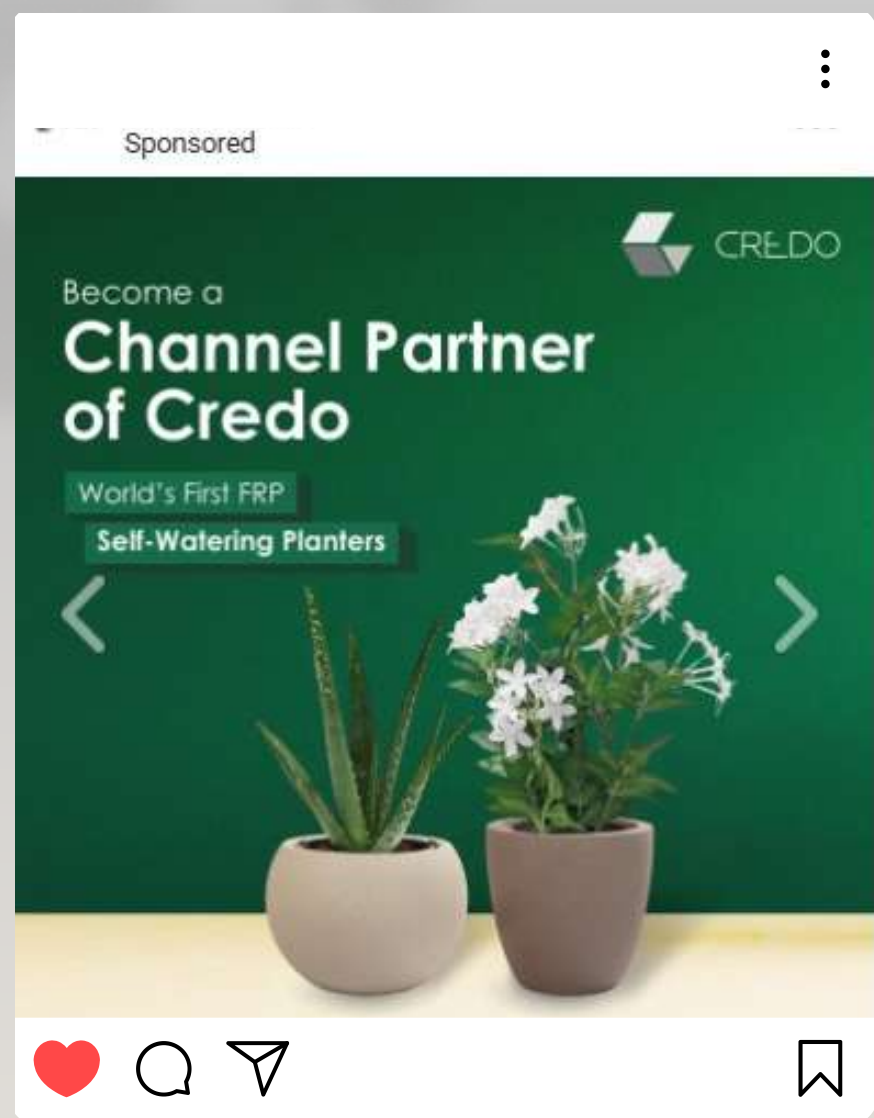
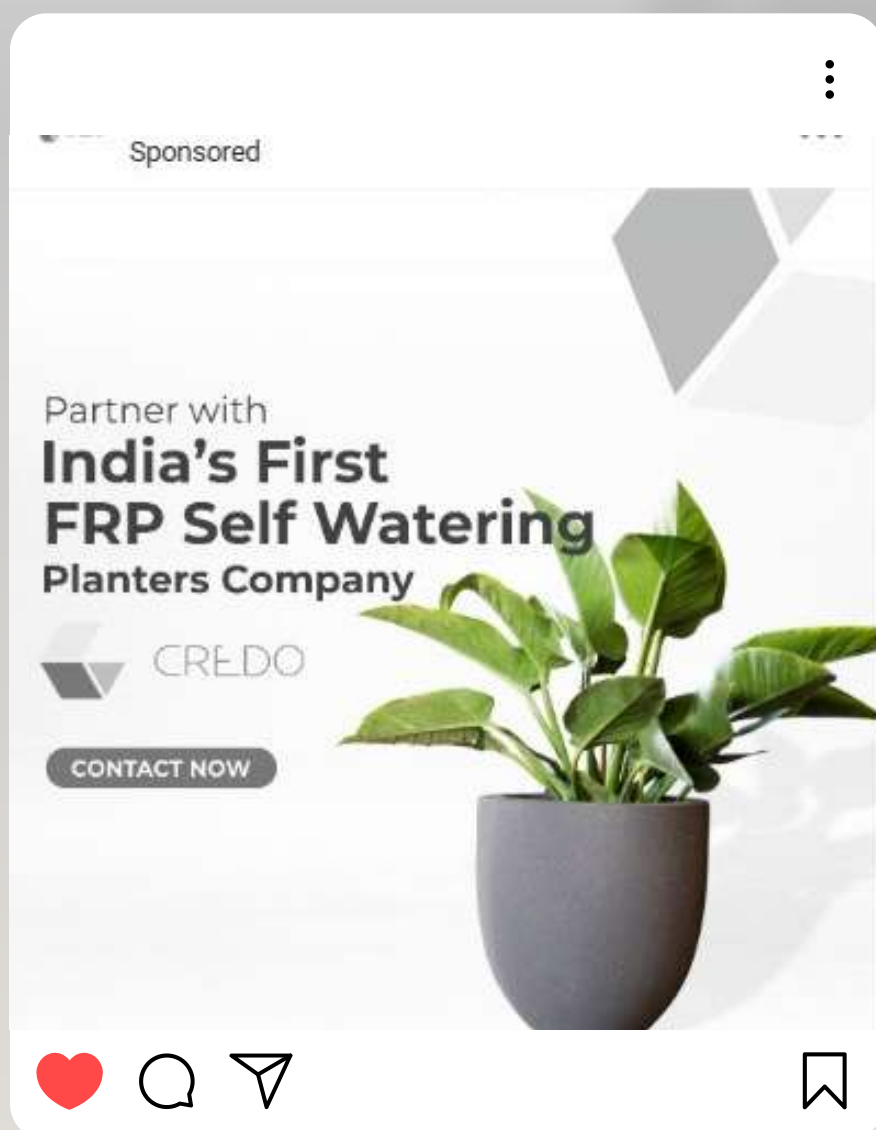
03 UGC REELS



04

PERFORMANCE MARKETING

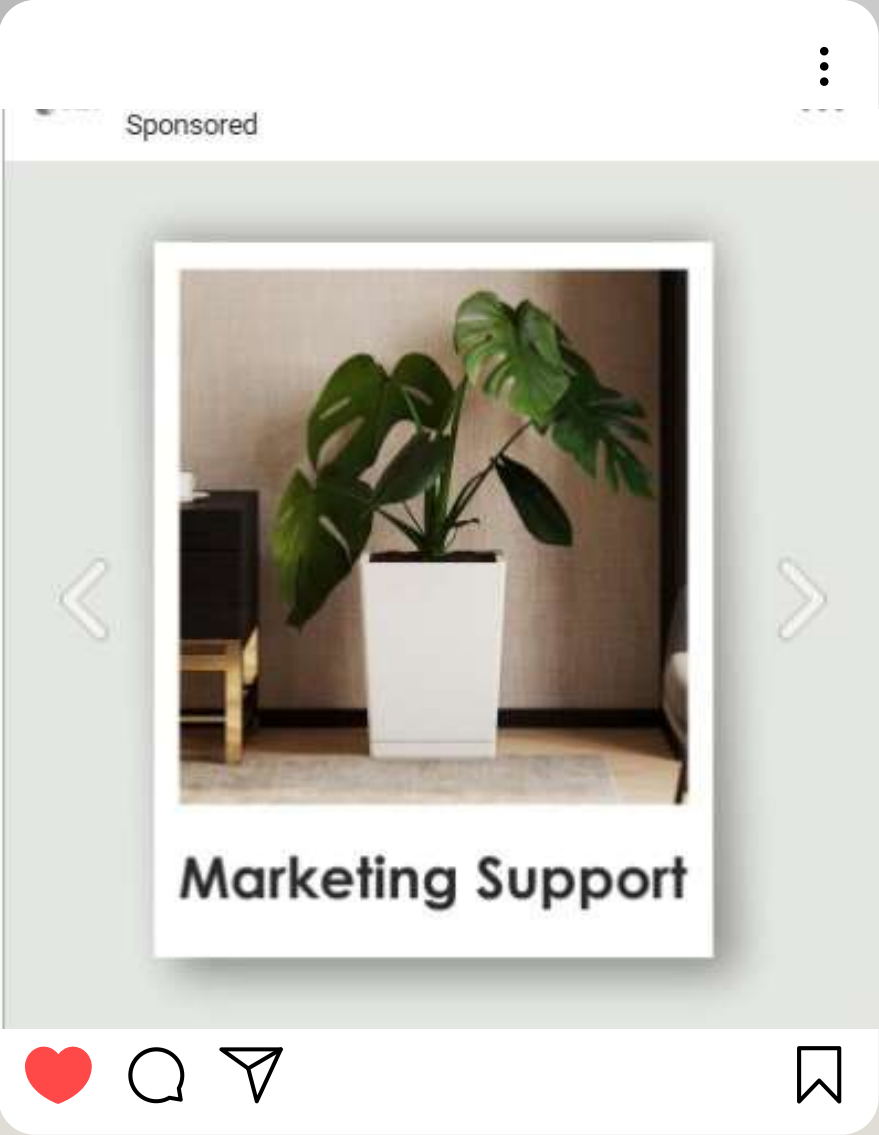
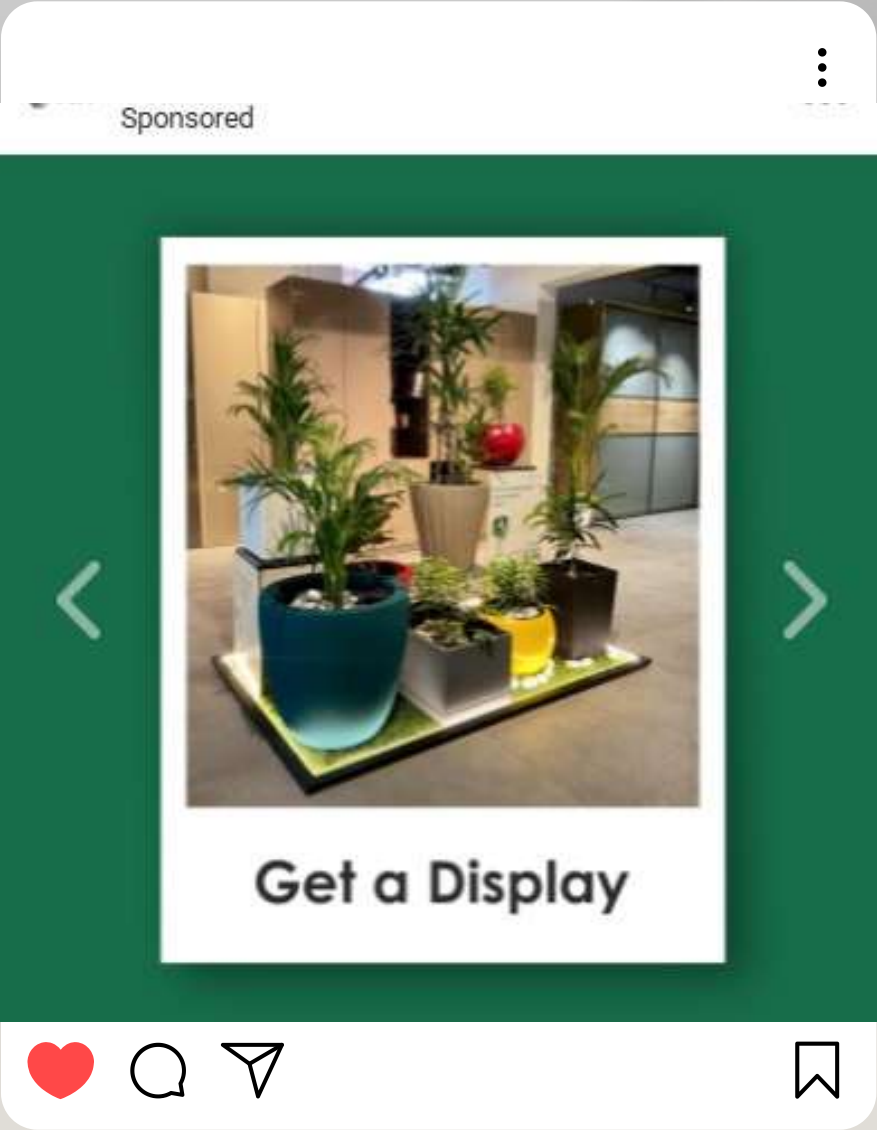
Architect & Interior Designer Tie-ups



04

PERFORMANCE MARKETING

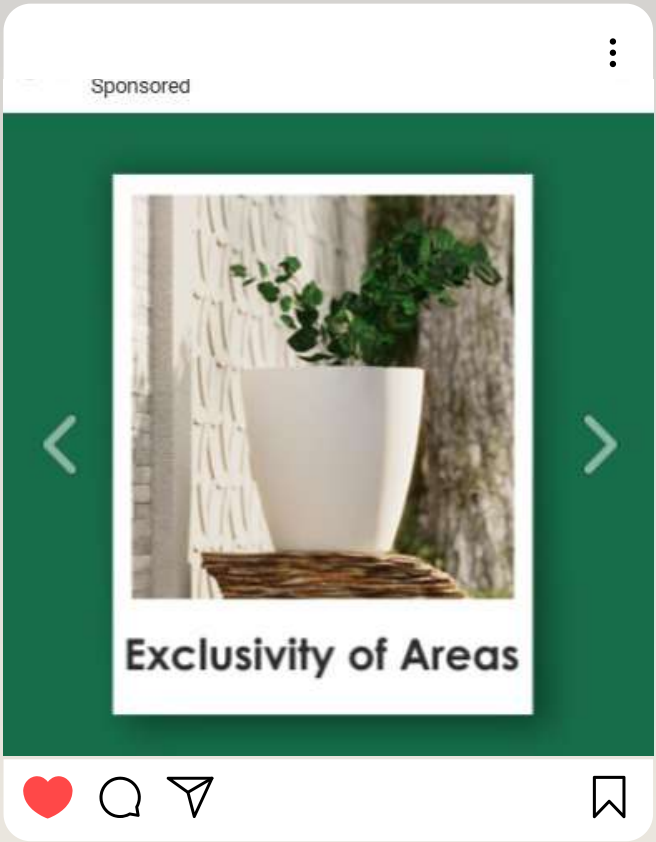
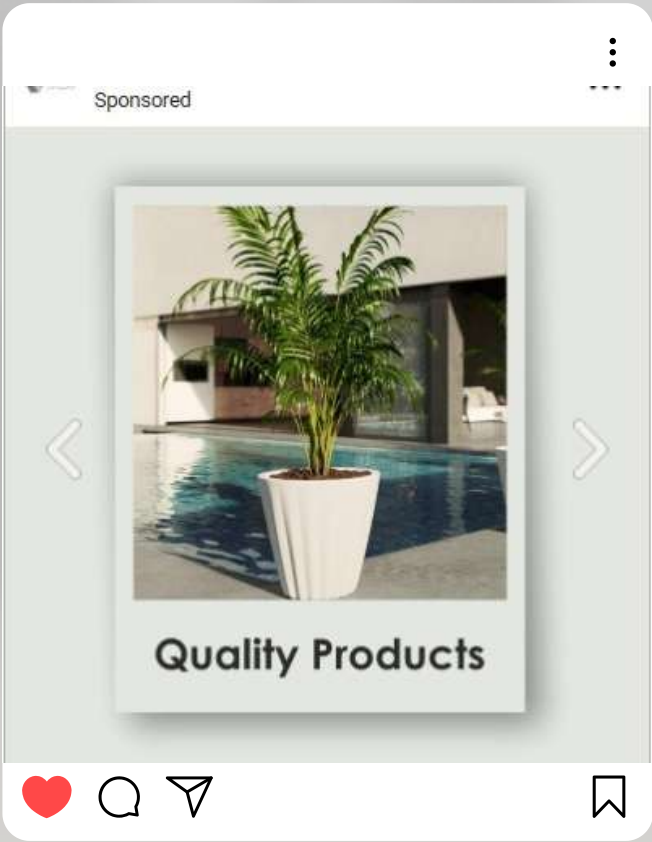
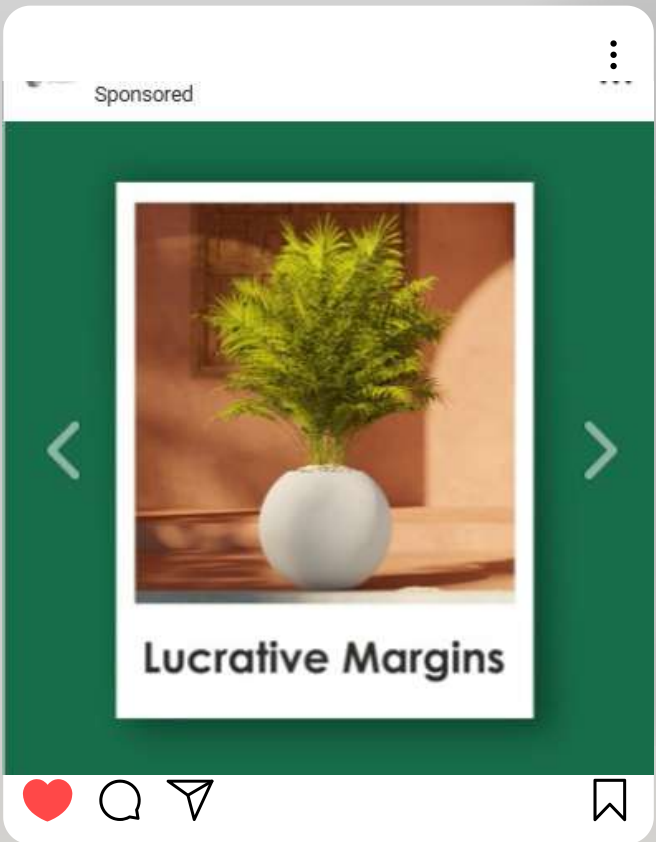
Architect & Interior Designer Tie-ups



04

PERFORMANCE MARKETING

Architect & Interior Designer Tie-ups



05 AD DEMOGRAPHICS

Lead Gen (Architect) - M/A/J

Locations

Inclusion: India: Ahmedabad (+20 km) Gujarat; Mumbai (+20 km) Maharashtra; Jaipur (+22 km) Rajasthan

Age

28-55

Detailed targeting

Inclusion: Interests: Interior design (design), Modern architecture (architecture), Home improvement (home and garden), Living room (architecture) or Interior architecture (architecture), Employers: Architecture or Interior Designer, Job title: Architecture, Interior design, Architectural designer, Architect/Project Manager, Interior Designer/Owner, Principal Architect, Interior Design Consultant, Interior Design Coordinator or Commercial Interior Designer

Targeted a mix of Interest & Job/titles to reach most relevant people

Lead Gen (Architect)

Locations

Inclusion: India: Ahmedabad (+30 km) Gujarat; Gurugram (+31 km) Haryana; Mumbai (+34 km), Pune (+30 km) Maharashtra; Bangalore (+34 km) Karnataka; Chennai (+34 km) Tamil Nadu; Hyderabad (+31 km) Telangana; New Delhi Delhi

Age

28-55

Detailed targeting

Inclusion: Interests: Interior design (design), Modern architecture (architecture), Home improvement (home and garden), Living room (architecture) or Interior architecture (architecture), Employers: Architecture or Interior Designer, Job title: Architecture, Interior design, Architectural designer, Architect/Project Manager, Interior Designer/Owner, Principal Architect, Interior Design Consultant, Interior Design Coordinator or Commercial Interior Designer



06

LEADS GENERATED

