



Case History – Duxiana

The Challenge

Duxiana is a global luxury bed manufacturer whose HQ is in Sweden.

- Traditional media channels like the FT 'How to Spend It', upmarket Home Interest Titles, Classic FM and The Spectator were exhausted and failed to show any impact in growing sales.
- Media Managers advised a complete change in strategy and move the media investment 100% into online marketing.
- Obstacles included working on the Dux UK website which was within the global network website. This impacted on access issues and building trust with Head Office in Sweden
- Our proposals included proposing options in the digital space untried and untested by client's Head of Global Marketing

The Strategy

- Build brand awareness across all digital platforms with deployment of single 'handle' –duxbedsuk (on paid search as well as organic)
- Set up Facebook and Twitter pages and populated with engaging content
- Production of video content for serving as rich media

- Strategy of launching with organic content and messaging and re-marketed to growing audience with powerful visuals and video
- Supported by paid for search activity
- We built paid for custom audiences from the “boosted” content and remarketed to them alongside paid for “lookalike” targeted campaigns
- Supplemented activity with PR campaign to bring journalists and bloggers to enjoy a ‘The Sleep Experience’ by partnering with a luxury hotel and a leading light therapy wake-up clock.

The Outcome

- Over 9 months of activity, enquiries and visits to the showroom and website have increased 98%
- Best ever January sales in company history
- Overall sales have increased by 300%

The channels

- Social Media (Twitter, Facebook, Instagram, LinkedIn)
- Paid Search (PPC)
- Biddable Media
- Programmatic Display
- SEO
- Analytics & Attribution Modelling
- Video

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