

CLIENT CASE STUDY

CIFIAL

BRAND RECOGNITION

BACKGROUND:

- Cifial is a manufacturer of high-end kitchen and bath products
- Cifial wanted to build brand awareness and create greater long-term affinity with interior designers and kitchen and bath showroom professionals

CHALLENGE:

- Manufacturers of all types are also trying to reach interior designers
- Cifial needed to stand out among the crowd while also staying true to its brand

STRATEGY & EXECUTION:

- Developed a multifunctional and inspiring award contest
- Asked designers to talk about how they stretched their creative skills to complete a project using Cifial product
- Strategic award name (“Uncharted Waters”) evoked company history, reinforced product category
- Developed a direct marketing and PR campaign to promote the award

RESULTS:

- Award program generated thousands of media impressions raising awareness of the brand and the award
- Entries exceeded client expectations
- Entries led to new sales opportunities
- Entrants were added to a customer database for future marketing communication initiatives
- Entries led to case study and media opportunities
- Designers pleased to make a more meaningful connection with the Cifial brand



**“RESULTS GENERATED
INCREASED BRAND AWARENESS
AND NEW SALES OPPORTUNITIES.”**

