

# CURATOR CASE STUDY





## Curator Case Study



### Challenge

Curator is a brand new range of Irish quality paint inspired by Irish designers & crafts people, with a unique range of colours, aimed at an upmarket, premium audience.

Curator used AdSmart alongside a wider cross media campaign to increase awareness and perception of being a premium brand



### Idea

With TV being the most effective awareness driver, AdSmart was identified as the ideal platform to drive awareness of Curator, with the ability to identify & target audience attributes with a high propensity to be in the desired target group for this unique premium brand.



### Plan

- The campaign creative was a beautifully executed 30" ad focusing on Irishness, quality & craftsmanship
- Key prospects were matched with Established Wealth, Senior Owners, Suburban Success, City Achievers, Urban Starters
- The AdSmart campaign aired across the summer of 2019.



### Results

55%

increase in awareness

80%

increase in website visits

120%

Increase in purchase consideration

adsmart

from sky