

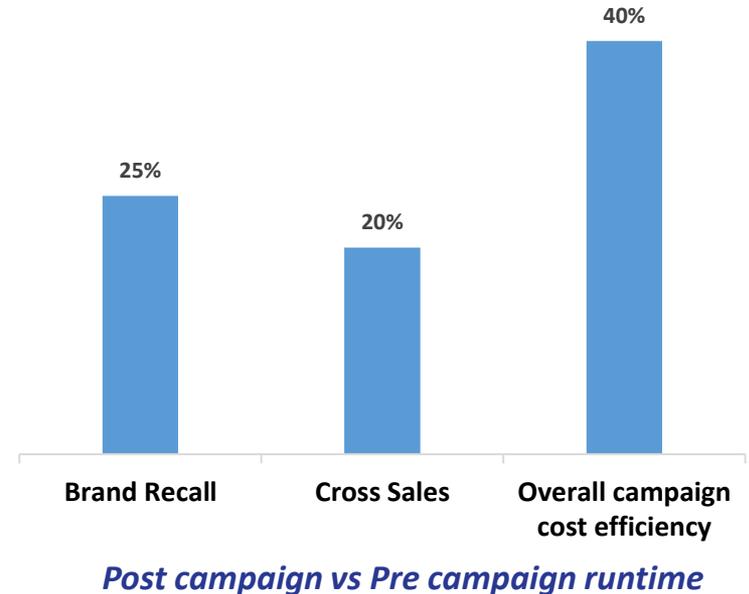
Strengthening brand recall for a heritage brand during key sales events by **25%** on E-com platforms

Problem Statement: A legacy brand with a diverse product portfolio was largely associated with just one category by consumers. Our brief was to increase brand recall across its lesser-known sub-categories.

Our Action Plan: We adopted a two-phased campaign approach—**Phase 1** focused on building awareness, while **Phase 2** was designed to drive cross-category sales.

- Identified high-traffic periods on e-commerce platforms and prioritized key sub-categories based on the brand’s portfolio
- Executed full-funnel campaigns using videos and statics for awareness, followed by retargeting across on-site and off-site channels via 360° marketing.
- Conducted A/B testing on creatives and messaging to optimize brand association and performance
- Built high-intent audience segments to drive targeted cross-selling across categories

Scaling with efficiency



Results:



25% lift in brand recall achieved from the activation



20% increase in cross selling in lesser know categories



30X ROAS achieved via the approach. *(2X higher vs previous campaigns)*