



# ELEVATING PRODUCT AWARENESS WITH A UNIQUE EXPERIENCE

**Client:** A leading manufacturer of premium kitchen and bath fixtures

**Objective:** Our client was launching a new finish color and needed an innovative way to capture the attention of designers. The goal was to generate excitement and awareness, ensuring strong sales momentum following the release.

**Challenges:**

- Effectively communicating the uniqueness of the new finish color to a discerning design audience.
- Creating a memorable and engaging experience that would leave a lasting impression.
- Ensuring brand consistency and recognition through the promotional effort.

**Solution:** To bring the new finish color to life in an unexpected and creative way, we developed a custom nail polish in an exact PMS color match to the new finish. The nail polish was packaged in a sleek box, with a label on the bottom featuring the color name and the client's logo. This stylish and practical giveaway was then mailed directly to the target audience of designers, allowing them to interact with the color in a personal and tangible way.

## RESULTS

**Unforgettable Brand**

**Experience:** The unique concept resonated with designers, making the new finish color more memorable and impactful.

**Excitement and Engagement:**

The client was thrilled with the branded nail polish and its ability to create buzz among the design community.

**Elevated Awareness:** By turning a product launch into a personal, hands-on experience, the campaign reinforced the brand's commitment to innovation and design excellence.

This creative marketing initiative successfully bridged the gap between product and experience, ensuring the new finish color was not only noticed, but celebrated. By leveraging a unique, unexpected promotional item, the brand positioned itself as a leader in both design and engagement.

Looking to make your next product launch unforgettable?  
Let's craft an innovative campaign that gets noticed!

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