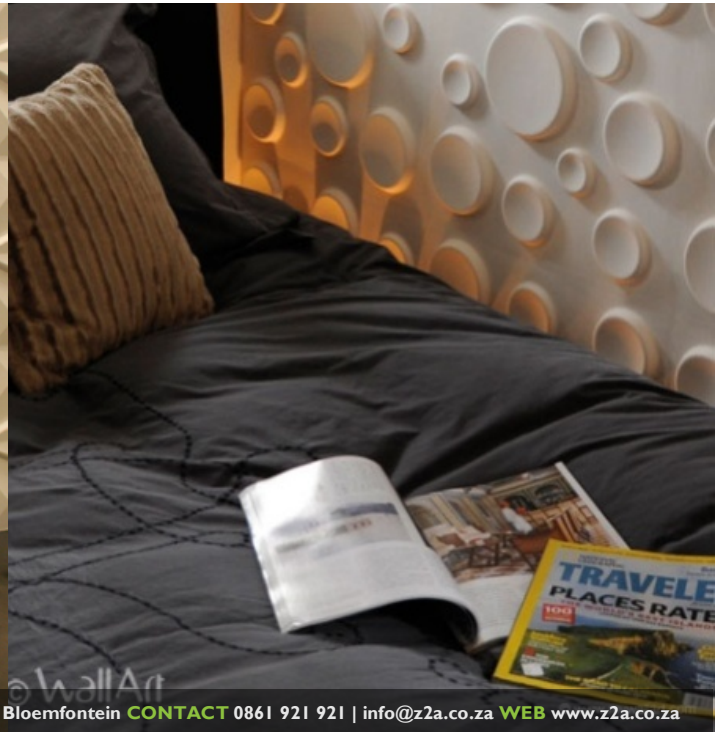




Case Study: WallArt launches 3D wall panels in South Africa



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CLIENT

Local entrepreneurs

PROJECT

WallArt Launch event

CATEGORY

Interior and Aesthetic Design

WallArt embossed panels give an extra dimension to your walls and they fit in almost every space. Whether in the bedroom, hotel lounge, office reception or retail space - WallArt brings your walls to life!

Introduction

WallArt brings your walls to life with modern 3 dimensional wall panels made out of the fibrous residue of sugarcane. This easily installed, eco-friendly product can be painted in every colour fitting the interior of your house or office.

Problem / Opportunity

Two entrepreneurs approached us to introduce the WallArt range of products to the South African market.

Planning

After our first consultation, we not only suggested an integrated marketing communication plan, but also inspired the entrepreneurs to revisit their business model. Instead of focusing on the South African public, we targeted major retailers.

Objectives

Having identified 50 major roleplayers, our key objective was to introduce the WallArt range of products to these retailers and distributors.

Event

Firstly, the launch function served to present the product to the target public. Secondly, we displayed the application and technical specifications of the product and lastly provided samples to potential distributors.

Adjustments

The initial intention of the client was to launch the product to the general public. However, after our first consultation, the entrepreneurs realised the potential of the product when distributed through major retailers. We consequently adapted the objectives of the campaign to focus on retailers and distributors.

Results

40 of the 50 invitees attended the function, some driving from as far as Johannesburg. The enquiries and demand for the product was immediately apparent and the client is currently in the process of drafting agreements with distributors.

