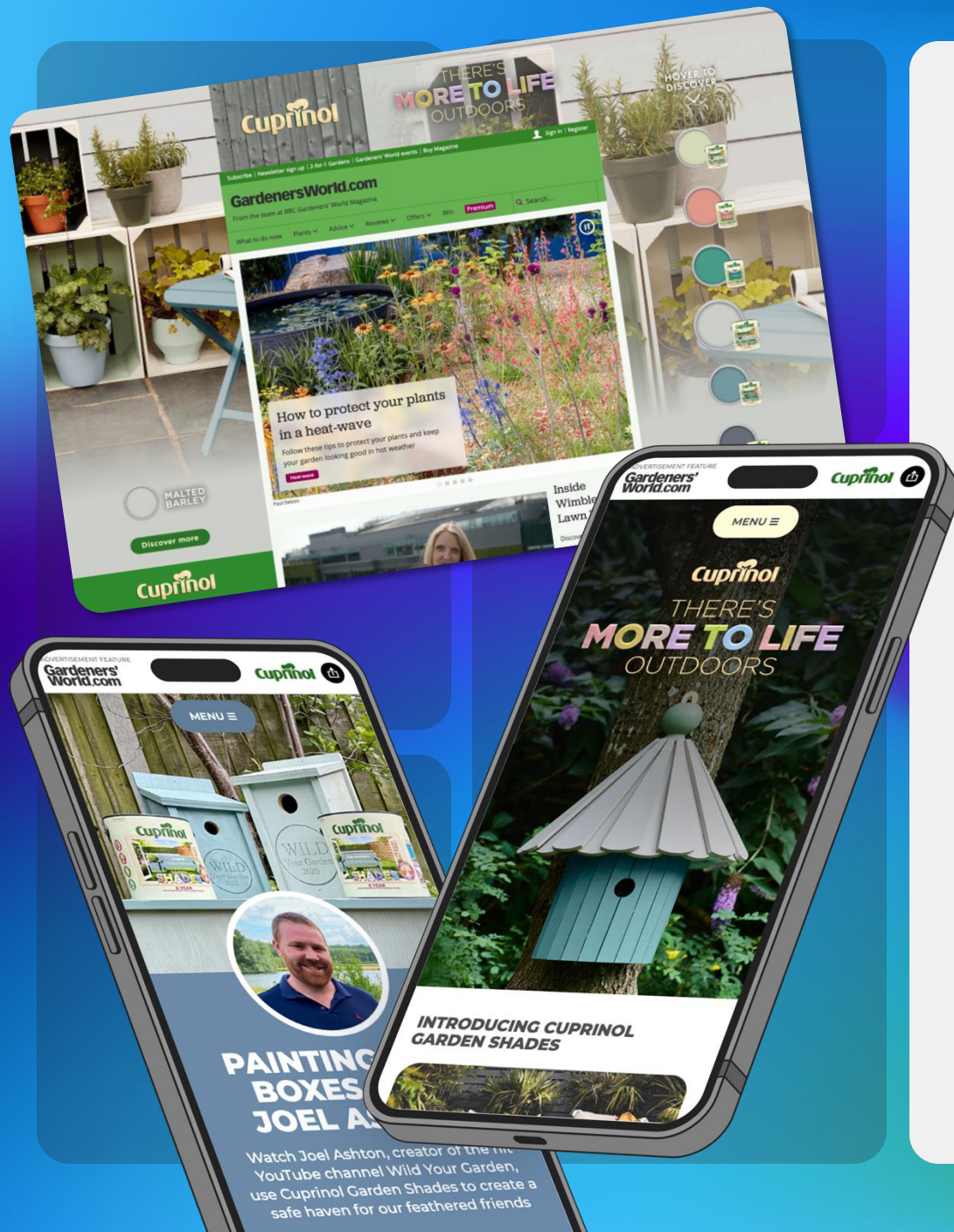




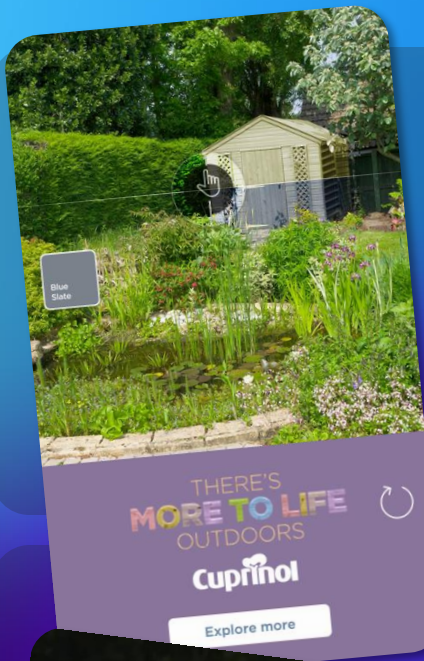
Cuprinol: Add a Touch of Colour

Partnership case study • March-July 2024



Our Add a Touch of Colour campaign required a social-first approach that combined the trusted voices of Good Food and BBC Gardeners' World with the relatability of micro-influencers.

The resulting content inspired and encouraged our food and gardening audiences to take their outdoor spaces to the next level with Cuprinol's Garden Shades range. And the outcome? Campaign metrics that exceeded KPIs and achieved high levels of engagement.



The brief in a nutshell

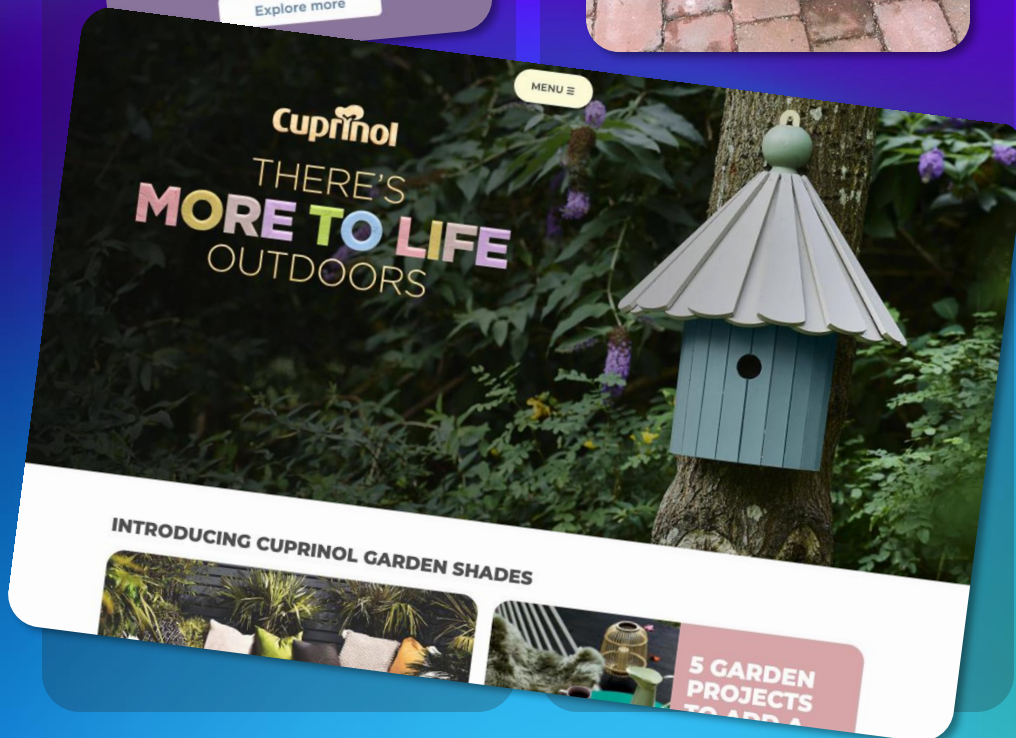
Cuprinol wanted to raise awareness of its versatile, easy-to-use Garden Shades range among people who are as proud of their outdoor space as they are their hosting credentials, and aren't afraid to get their hands dirty, whether through gardening or DIY.

Bringing it to life

As Cuprinol was keen to make an emotional connection with families and garden-proud audiences, we created a social-first campaign that included five inspiring videos. Each featured an influencer and their real-life garden project (with a focus on outdoor dining, nature and wildlife) to illustrate the power of colour and show how easily Garden Shades can make an impact and elevate an outdoor space.

The campaign also included:

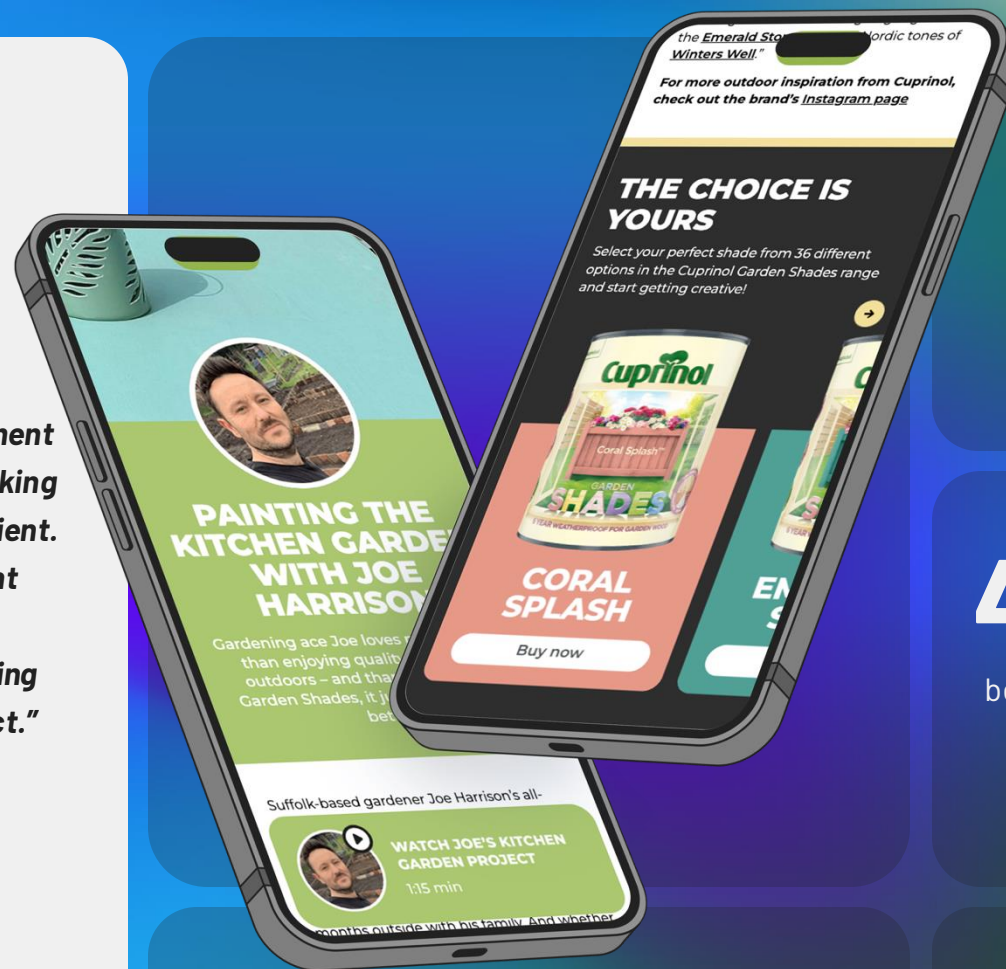
- A bespoke content hub housing two advertorials showcasing the breadth, user-friendliness and quality of the Cuprinol Garden Shades range, along with the influencer videos
- High-impact, interactive social and digital display assets, which drove to the hub content



So, how did it do?

"Working with Immediate was a seamless, collaborative experience. Immediate demonstrated impressive adaptability, ensuring the campaign stayed on track. The project management team was a pleasure to work with, making the delivery process smooth and efficient. Their professionalism and commitment to understanding and achieving the campaign's objectives stood out, making them invaluable partners in this project."

– Remarl Nelson-Wilson,
Senior Creative, R+D, Mediahub



Cuprinol

The Add a Touch of Colour partnership exceeded KPIs and achieved strong audience engagement.

4.95%

best-performing social
click-through rate

vs 1.55% benchmark
on Good Food

4,583

post reactions
across all paid
social ads

6,145

IM stories
interactions

3 x the benchmark

1.26%

display
interaction rate

vs 0.40% benchmark