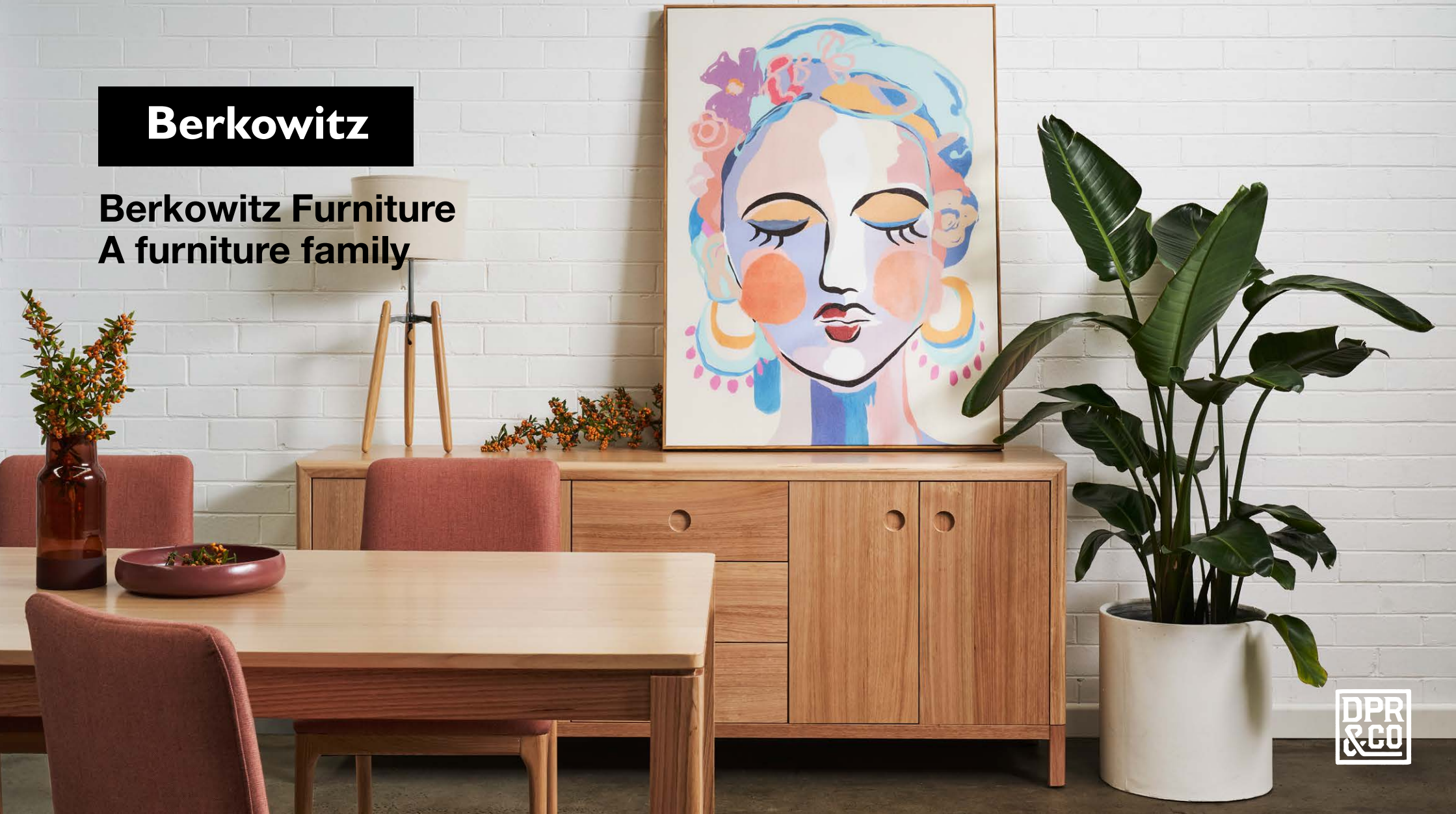


Berkowitz

Berkowitz Furniture
A furniture family



Berkowitz

Berkowitz Furniture A furniture family

Demonstrates.

- **Expertise in organic and paid digital media marketing**
- **Skilful approach to integrated campaigns**
- **Brand revitalisation and creative**

The challenge.

As an Australian family-owned business, Berkowitz is unique among its competitors. The Berkowitz family's commitment to local manufacturers, its focus on quality and comfort, and its commitment to friendly, personal service has seen the brand prosper for 3 generations. In order to leverage these attributes to even greater advantage, DPR&Co developed the brand positioning: Berkowitz. We're a furniture family.

Our next challenge was to build brand awareness through digital media.

At the time of the brief, DPR&Co was responsible for Berkowitz's primary advertising as well as organic social media. Paid digital media was being handled by a third party, which created inefficiencies and inconsistencies in strategy, creative and targeting.

Assuming responsibility for the full suite of integrated channels enabled us to improve the power and consistency of the furniture family messaging while building brand awareness in digital media.



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Our response.

Consolidating all organic and paid media, DPR&Co integrated the Furniture Family brand idea across all touchpoints and built a bespoke media strategy to generate brand awareness and brand engagement.

In addition to the existing organic media agenda, our newly created paid media strategy included a targeted campaign to be promoted via paid social and display.

The aggressive brand awareness targets were exceeded and the furniture family messaging was placed front-of-mind for our target audience.



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The result.

Client	Berkowitz Furniture
Product	Retail products
Audience	Males/Females, aged 18-65, interested in furniture, lifestyle and shopping
Channels	Paid Social and Display
Deliverables	Organic Media: Monthly social outputs Paid Media: Video & Carousel ad unit for social media. Display banners.
From brief to live	1 month
Performance	Organic and paid media data showed rates of engagement 6 times the industry average, with website sessions increasing by 82% month-on-month.

