

VARIDESK®

Brand, direct response and
funnel management campaign
for global eCommerce client





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Demonstrates.

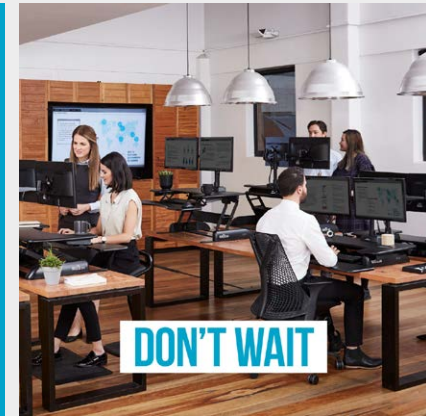
- Expertise in e-commerce marketing
- Positioning global brands in Australia
- High level, performance-based direct-response skills
- Performance tracking, measurement, and improvement

The challenge.

US-based VARIDESK is an innovator in the healthy workspace area and rapidly became one of the world's leading manufacturers of desktop-mounted sit-stand workstations.

As a super-premium product, Varidesk needed to overcome a significant price premium over grey imports.

In the face of market commoditisation and growing competition, VARIDESK asked DPR&Co to assist in tailoring its communications to an Australian audience including an enhanced approach to targeting and channel selection, media buying, creative development and campaign deployment.





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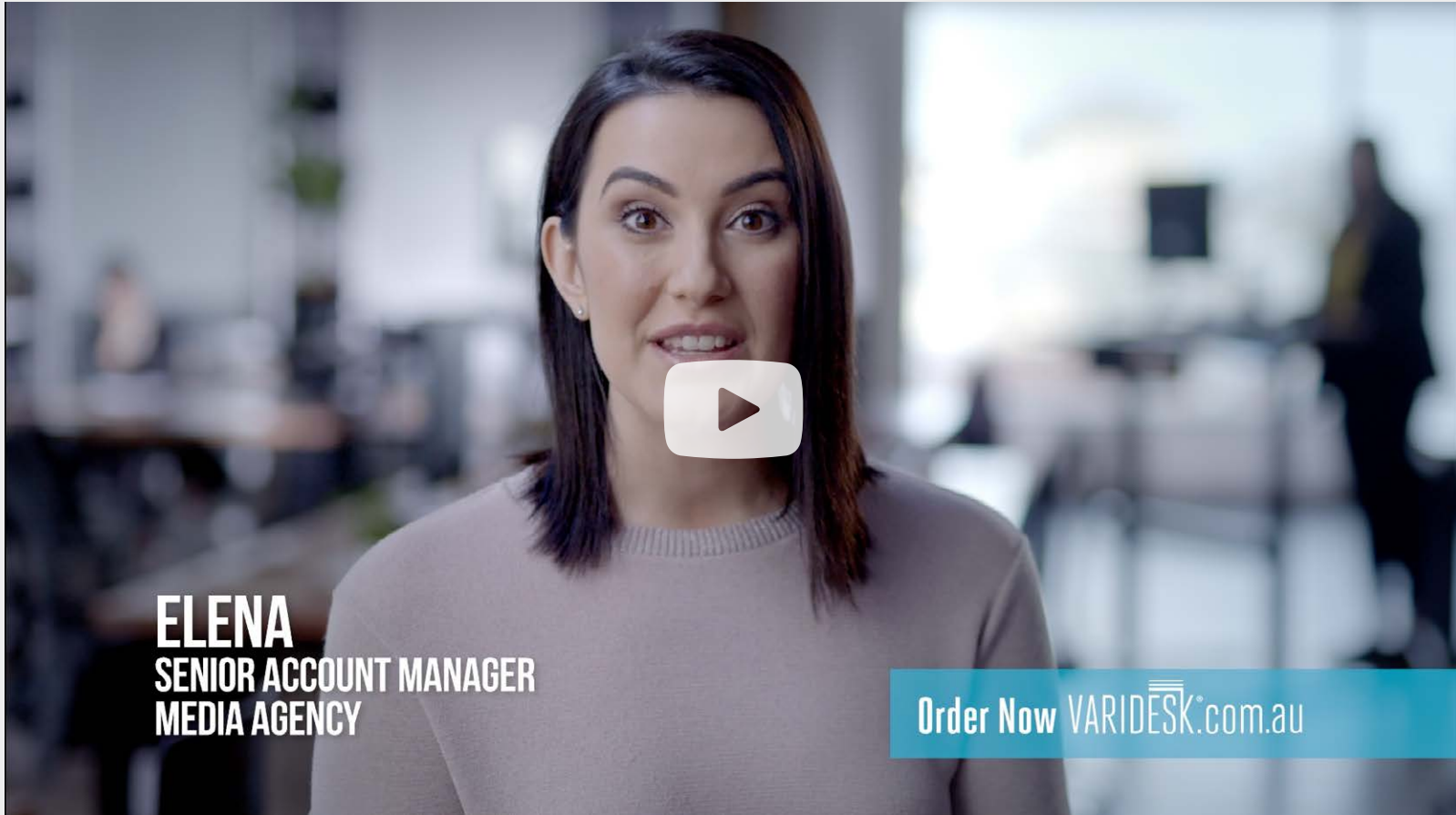
Our response.

Our research showed that Varidesk customers had a sophisticated understanding of the quality difference between the original Varidesk product and its imitators.

We recommended leveraging this advocacy to position the Varidesk product as being clearly superior to competitor products.

At the same time, our use of local business leaders as campaign talent made Varidesk feel at home in Australia.





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Online video
<https://vimeo.com/312875771>



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The result.

Varidesk successfully defended against parallel import surge. Our analysis then predicted a global shift toward integrated channel partnerships within premium office fit-out sector and premium retail partnerships, which Varidesk responded to in almost every global market.

Client	Varidesk (now Vari)
Product	Office equipment
Audience	SME decision makers and procurement teams
Channels	FTA/BVOD, paid/organic search, performance media, social media.
Deliverables	Brand and direct response advertising campaigns, SCP market analytics project.
From brief to live	3 months
Performance	Defended against parallel import surge, informed significant shift toward retail partnerships in US and other markets.

