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## MMA CASE STUDY

# Pipe Burst

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## Campaign Summary

Traditionally, advertising in the building supplies category features only product imagery and prices. Amoedo, a building materials retailer in Brazil, wanted to reach consumers in a different way to warn them of the consequences of selecting low-quality construction materials. An interactive ad unit disguised as content within tablet editions of home décor magazines allowed Amoedo to surprise consumers with a realistic problem and direct them to a microsite that offered solutions. The campaign increased Amoedo's e-commerce sales.

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## Strategy

### Objective and Context:

Consumers typically prefer to invest more money in décor than on high-quality construction materials. Amoedo, a building materials retailer from Brazil, wanted to remind consumers about the importance of using quality materials when doing home renovations. However, Amoedo was largely perceived in the market as an older brand for contractors, more B-to-B than B-to-C. The company wanted to sell more products to consumers for construction and restoration in a category where building material ads usually show only products and prices.

### Target Audience:

Amoedo wanted to reach consumers in the home renovation or construction category. It chose to advertise in home décor magazines in order to reach an audience looking for home inspiration.

### Creative Strategy:

For the brand's first digital marketing activation, Amoedo decided to create an interactive ad unit for the tablet versions of home decoration magazines. Amoedo wanted the ad to surprise consumers expecting magazine content.

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## Execution

### Mobile Execution:

The campaign featured an interactive ad unit disguised as content within tablet editions of home decoration magazines. As consumers flipped digitally through a sequence of home décor images ending on a beautiful kitchen, a pipe at the sink would suddenly burst. The sight and sounds of the bursting pipe would then transition to a link for a microsite where home renovation tips and real project problems were addressed by Amoedo experts. The ad's tagline was, "It won't look good outside if it's poorly made inside."

## Results

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By taking a new approach to digital advertising in its category, Amoedo reached consumers in a surprising way with a problem that most wanted to avoid. The campaign microsite received more than 180,000 visits in a month, while traffic to Amoedo's main site increased 67 percent. Amoedo also saw an 11 percent increase in e-commerce sales.

## Source

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"Pipe Burst." 2014 MMA Silver Winner Tablet Campaign. Brand: Amoedo. Lead Agency: Artplan.