

HUNTER



## HOUSE OF HACKNEY CASE STUDY

IN A VICTORIAN TOWNHOUSE IN EAST LONDON, FRIEDA AND JAVVY DREAMED UP HOUSE OF HACKNEY. TODAY THE HUSBAND-AND-WIFE TEAM HAS GROWN INTO A FAMILY OF ARTISTS, DESIGNERS, PRODUCERS & COLLABORATORS.



### BACKGROUND

POWERED BY A FEARLESS IMAGINATION AND INNOVATIVE THINKING, WE'VE BLAZED A TRAIL THROUGH THE MAGNOLIA-WALLED INTERIORS OF THE 21ST CENTURY - A RIOT OF COLOUR AND PRINT. DRIVEN BY OUR FOUNDING PRINCIPLES OF CREATIVITY WITH PURPOSE, INTEGRITY IN OUR ACTIONS AND COMPASSION FOR PEOPLE AND PLANET, WE CONTINUE TO BUILD UPON THE HOUSE, CREATING UNIQUE AND INSPIRING DESIGNS THAT WILL STAND THE TEST OF TIME.

### CHALLENGE

FOUNDED IN LONDON IN 2011, HOUSE OF HACKNEY HAS GROWN INTO A SUCCESSFUL INTERIORS BRAND WITH A DEDICATED EUROPEAN CUSTOMER BASE. AS THEY LOOKED TO EXPAND INTO THE U.S. MARKET THEY LOOKED TO FIND A DIGITAL MARKETING AGENCY WITH DEEP ROOTS IN DTC LUXURY BRANDS AND AN UNDERSTANDING OF THE AMERICAN SHOPPER.



# STRATEGY

TOM SPINKS, HEAD OF ECOMMERCE, SELECTED HUNTER DIGITAL TO DRIVE PAID MEDIA STRATEGY & PLANNING FOR THE BRAND.

UTILIZING A COMBINATION OF SEARCH & SOCIAL ADVERTISING WE HAVE BEEN ABLE TO RECREATE MUCH OF THE SUCCESS THAT THE BRAND SAW IN THE U.K.

**CONV RATE**

4.95%

**REVENUE**

↑ \$128K

**ROAS**

1382%

ALL DATA: 90 DAY PERIOD POST LAUNCH

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