

How Made.com disrupts the furniture design industry using influencers

Proposing a new type of social campaign, Made.com leveraged to offer a platform-specific reward to creators in a collaboration with Hoxton Hotels, deploying our Create and Share platforms. By offering creators a getaway in their city of choice (Amsterdam or London) and a piece of furniture to shop, over 280+ creators applied for their campaign.

32

Influencers

3,6 mln

Impressions

266

Content

Client
Made.comLocation
London, United KingdomIndustry
Home & InteriorYearly revenue
220 mln

Background

If you are considering buying any furniture soon, we would recommend a visit to made.com. That's why, when the disrupting brand opened a new store in Amsterdam and London, they sought after top creators who would help promote the off- and online store in a unique and compelling way. Proposing a new type of social campaign, Made.com

decided to offer a platform-specific reward to creators in a collaboration with the Hoxton Hotels. By offering creators a getaway in their city of choice (Amsterdam or London) and a piece of furniture to shop, over 280+ creators applied for their campaign.

Working with The Circle gives us the tools to find the right creators to advocate for our brand. The platform enables us to track actual real-time results, which means we're not guessing anymore. Since content lives beyond the campaign duration we continue to see engagement and value grow over time.

Damien Poelhekke, Managing Director EMEA



Strategy

Online furniture retailer Made.com has put out a call to arms for content producers to become a part of its next advertising campaign, indicating how serious it is about building up a loyal base of brand advocates. And that's exactly what it did in

partnership with The Circle, vouching for a technology enabled approach that's deeply connected to Made.com's vision for the future.



32 Influencers

3,600,000 Impressions

2,555,000 Reach

196,000 Engagement

333,000 Return on Investment