

HOME IDEAS.

KOHLER®

Photos:

CONTENT  
MICROSITE

KOHLER®

## OBJECTIVE

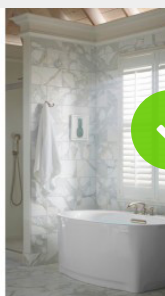
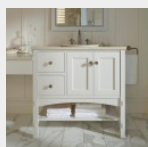
Kohler has a long and rich tradition of content creation, working with dozens of renowned artists and photographers for their iconic “As I See It” print advertising campaign.

But Kohler's idea hub, housed on the brand's Tumblr page, offered little flexibility for the display and organization of original content. There was no way to show home inspiration content alongside the Kohler products utilized. As well, the current solution was only one place amongst the multitude of social channels and sites where Kohler published.

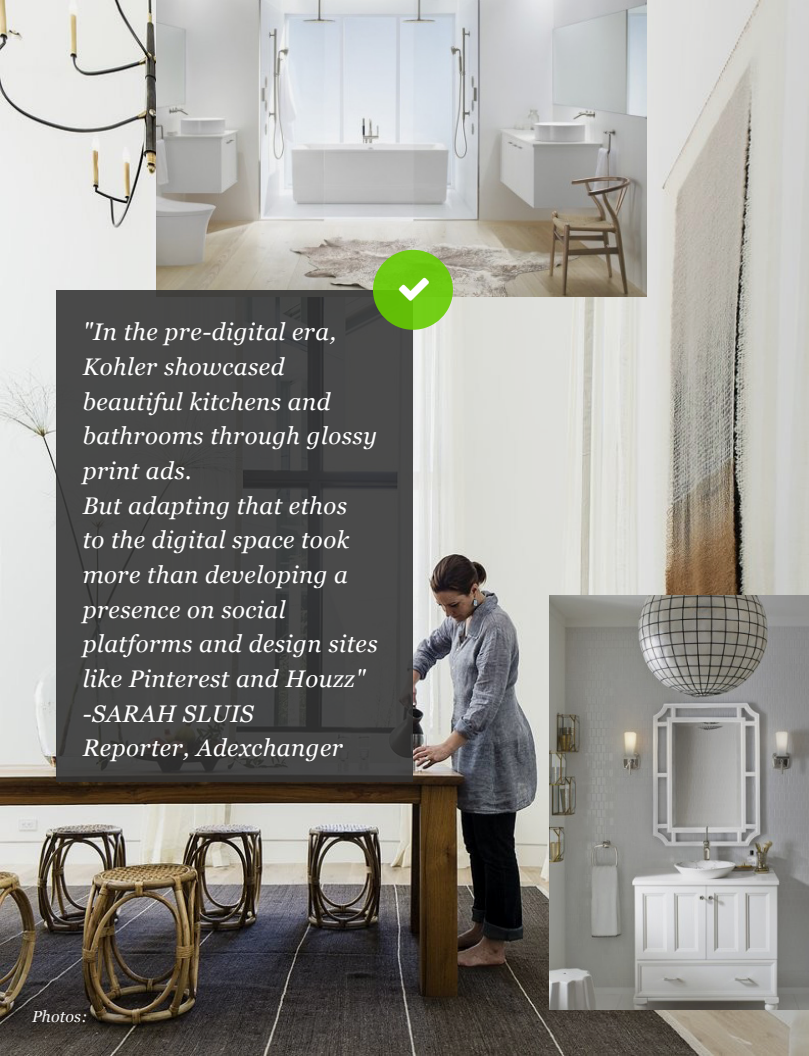
The brand needed to extend their artistic, content-centric aesthetic into the social media age, across many social channels, and in new, more innovative formats. They needed to do this with a different breed of content, co-produced by a new generation of artists, the digital natives.

*“Brands can say all they want that they're the experts, but they're not. It's now the individuals that are trusted experts and building relationships with them will be where advertising needs to go next.”*

— JAMES SANDORA  
Global Digital Director, Kohler







"In the pre-digital era, Kohler showcased beautiful kitchens and bathrooms through glossy print ads.

But adapting that ethos to the digital space took more than developing a presence on social platforms and design sites like Pinterest and Houzz"

-SARAH SLUIS  
Reporter, Adexchanger

Photos:

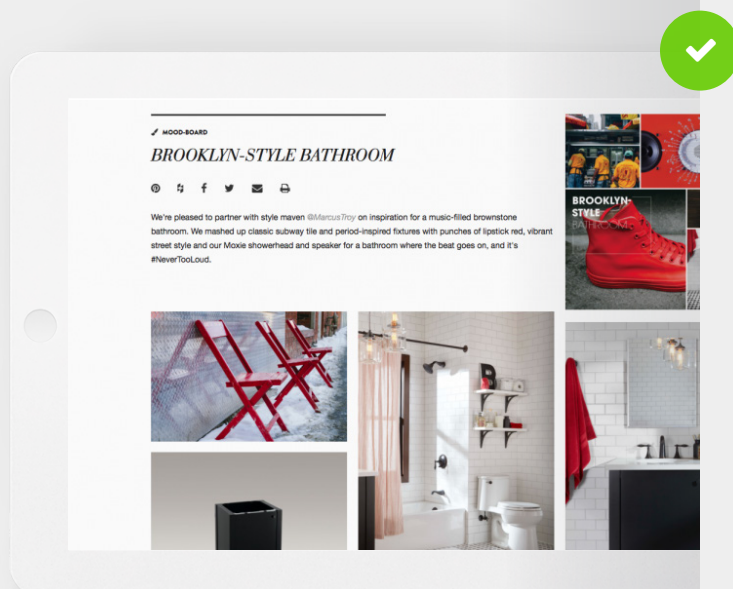
HOME IDEAS.

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## STRATEGY

Tidal worked with Kohler and their creative agency, Organic, to concept a new content-centric ideas hub for the social media age. Then Tidal worked with Kohler to import their huge archive of content, appropriately formatting how-to articles, home tours, thematic moodboards and more, into one unified, visually-rich destination. Behind the scenes, the Tidal Platform powers the content management, product catalog integration, and key analytics.

As well, Kohler is not limited to just their owned branded content. By utilizing Tidal's Social Publishing Platform, the brand can now tap into creative ideas, and order originally produced content, from thousands of bloggers, artists, photographers, and other online influencers in the Tidal CreatorExchange network.



Kohler works with digital natives and influencers, people with tens, even hundred of thousands of followers, including lifestyle bloggers Leila Lewis, Sarah Yates, Amber Lewis, and Marcus Troy, design industry leaders DIY Network, Gail Green, Kim Lewis, Darren Brown, Charles Pavarini, Marc Michaels Interior Design, and more.

HOME IDEAS.

# KOHLER

"Those who come in via Kohler Home Ideas **are twice as likely** to display purchase intent and search for where to buy Kohler products."

-KRISTEN WOJHAN  
Digital Director, Kohler

## RESULTS

Kohler Home Ideas is now a core part of the brand's inspiration-centric identity. Influential bloggers and online celebrity artists have styled collections of evocative pictures, swatches, and videos in innovative formats, using Tidal's flexible technology, than their previous platform allowed.

Since launching millions of visitors have seen Kohler Home Ideas and thousands of those visitors have gone on to request a design consultation. As well, searches of "Where to Buy" Kohler products is 200% higher for visitors exposed to [ideas.kohler.com](https://ideas.kohler.com).

The site was the winner of the Digiday Content Marketing Awards for Best Brand Studio in 2016 and a finalist for the 2015 OMMA Awards for excellence in online advertising. The site, and Kohler's work with Tidal Labs, has been covered in Adexchanger and other marketing trade journals.

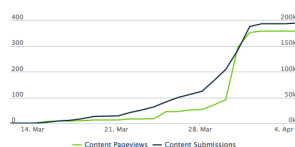
### Total Reach "Banana Republic March Campaign" campaign

Members can reach **23,113,403** readers.



### Campaign Submissions / Pageviews

6,389 Content Submissions / 2,178,814 Content Pageviews



### Top Performing Posts

On	Title	Votes	Views	Shares
03.15	Khaki Accents	783	17,653	321
03.14	Coffee Break	345	1,187	99
03.15	How to Wear White Flare Jeans	653	3,615	74
03.15	It's BANANA!	345	8,320	12
03.17	Going Green with Banana Republic	22	233	87
03.17	Banana Republic Foulard Flounce Dress	287	5,211	211
03.18	Monochromatic Pastels	183	900	9
03.18	Casual Fridays — Bornmajestic	5	161	13
03.18	It's Banana	34	1,366	18
03.21	FLORAL RUFFLE - FitFabFunMom	345	946	7
03.21	Spring Florals	345	623	51
03.21	It's Banana! Goddess Maxi	112	240	1
03.22	SPRING ESSENTIALS WITH BANANA REPUBLIC	45	824	0
03.23	SPRING STAPLES	33	138	13
03.22	Springing Forward with Banana Republic + Good...	87	784	0
03.23	WORKING WOMAN WITH BANANA REPUBLIC	0	380	1
03.23	Boyfriend Stripes   #ItsBanana	0	0	3
03.24	Banana Republic - Glam Karen	0	5,434	5



## AUTHENTICITY, AT SCALE

Since early 2015, Kohler has generated more than 100 pieces of original content on IDEAS. This includes moodboards, articles, galleries, and home tours - all easily built by the Kohler team through Tidal's custom tools and discoverable on the [ideas.kohler.com](https://ideas.kohler.com) inspiration platform.