

## DUCKYDORA PRODUCT REVIEWS



### THE PROJECT

The client is an independent, British brand offering their own range of ethically-made homeware, including hand-painted pottery, kitchen textiles, serving ware and more.

As a small and relatively unknown brand, they wanted to generate brand awareness by getting their products featured on a variety of leading British interior design blogs.

Given the visual nature of their product, to encourage bloggers to produce attractive imagery that was different to the product shots already on the website, we themed a review campaign around styling the dining table, challenging bloggers to create an appealing, eye-catching dinner party look.

### THE AIM

To increase brand awareness, to generate high quality links to the client's site, and to generate a portfolio of attractive imagery featuring their products for social sharing.

### THE RESULTS

The product reviews resulted in a fantastic selection of images which have been shared across Instagram, Pinterest and more, alongside the following results:



118,014

**Combined social reach**  
of the influencers we  
worked with



13

**High-quality links**  
high-quality links to All  
About Party Bags URLs

**Domain Authority 33**  
on average on the links  
generated