

# How Plywerk increased brand awareness with reveal marketing

Plywerk is an eco-conscious company that handcrafts bamboo photo mounts and accessories. Every product by Plywerk is sustainably produced in Southern California using 100% solar energy, using sustainably sourced materials from local suppliers whenever possible.

Plywerk wanted to draw on human emotions and curiosity to increase the company's brand awareness. They found that Zembula's interactive reveal marketing experiences were a perfect way to achieve these goals.

**Zembula's interactive experiences proved to be a perfect way to achieve their goals.**

## GOALS

- ▶ Increase brand awareness by building an emotional connection to customers
- ▶ Foster better customer relationships through their marketing
- ▶ Increase customer lifetime value

## APPROACH

- ▶ Content that created greater emotional connection to the brand by playing on their audience's feelings toward memories and keepsakes
- ▶ Leveraged reveal marketing (endowment effect) to increase value assessment of their brand and curiosity to incite more engagement
- ▶ A/B tested email campaigns with and without Zembula interactive content

## RESULTS

- ▶ **903%** improvement in click through rate. The Zembula email had 12.4% CTR while the control had 1.2% CTR
- ▶ The Zembula campaign drove **4x** the amount of traffic as the control campaign
- ▶ An overall revenue lift of 168% and an ROI of **692%**

### Marketing Psychology Used:

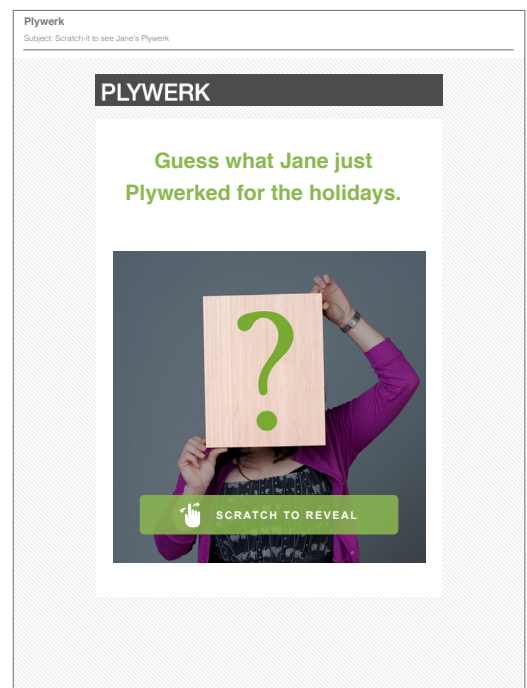


Curiosity



Endowment Effect

Email

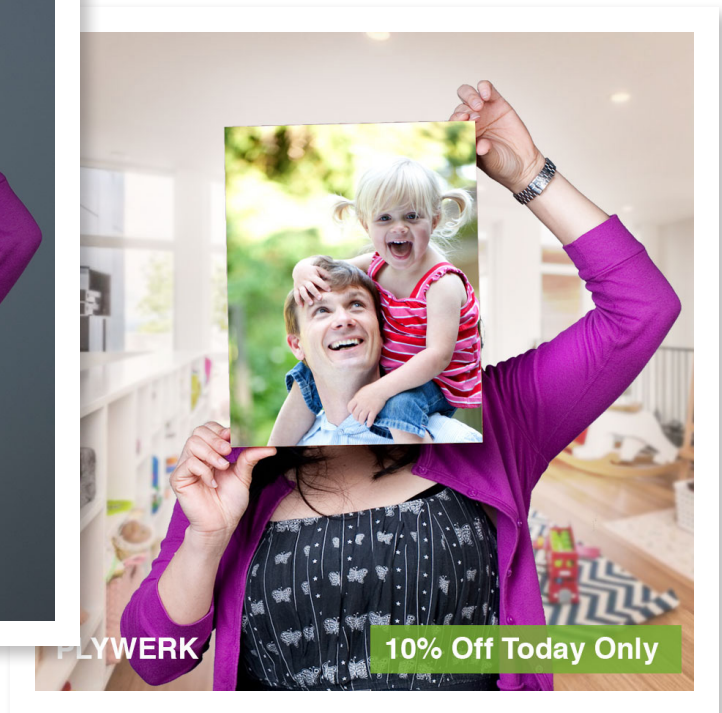


# PLYWERK SCRATCH-IT CAMPAIGN

Cover Image



Reveal Image & Call to Action



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**903%**

Improvement in  
click through rate

**4X**

The amount of traffic

**692%**

Return on  
Investment