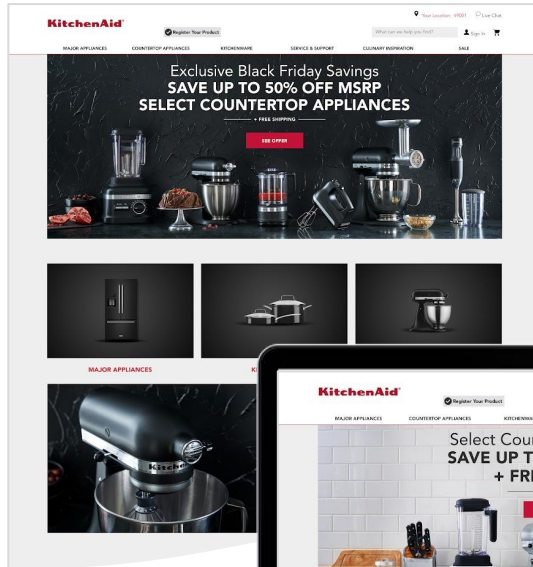
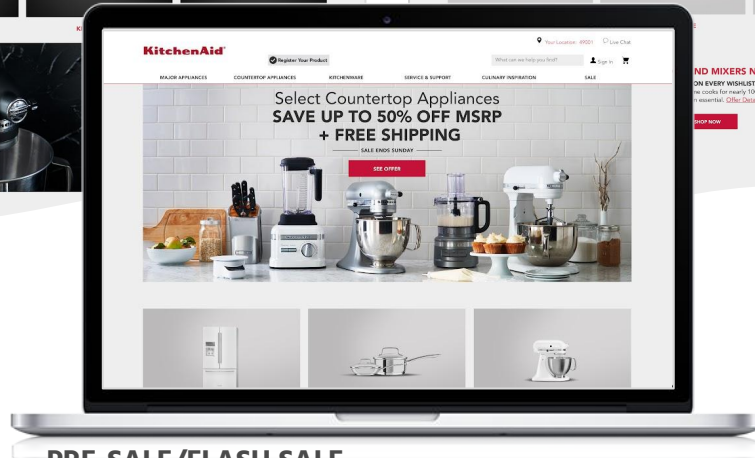
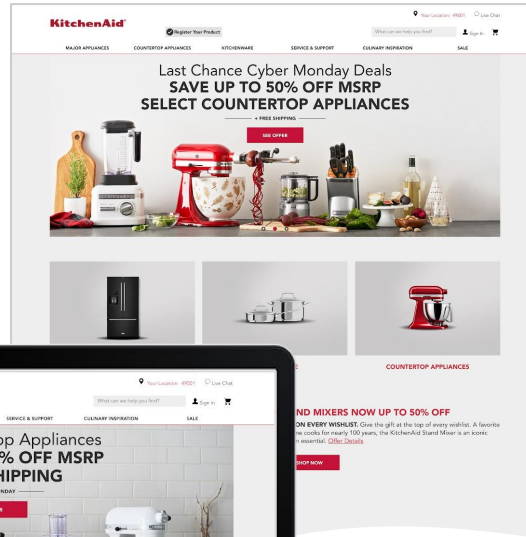


HOUSEWARES MANUFACTURER

BLACK FRIDAY



CYBER MONDAY



PRE-SALE/FLASH SALE

CHALLENGE: A leading housewares manufacturer needed something to cut through the clutter and capture consumers' attention during the holidays, when attention spans are at their shortest. We needed to find a way to help them stand out and increase revenue.

SOLUTION: JR produced a holiday-themed promotion that created intrigue and urgency. We took over their website, and also paired email blasts with innovative social media content to keep the interest strong throughout three phases: Pre-sale/flash sale, Black Friday, and Cyber Monday. It was a successful recipe that resulted in an impactful promotion during the holiday season.

RESULTS: We created custom-crafted holiday promotions that grabbed consumers attention.

- 250% revenue increase
- 45% increase in average order size
- 164% increase in overall orders

