



## Tombow

Powerful social media strategy brings 10x brand visibility

Seeking to increase premium exposure, impressions, and sales, Tombow partnered with Highlands for marketing and promotions during Amazon.com's Prime Day event. The power of social media in marketing brought higher-than-expected results.

### The Client

As an already-established industry leader in the office supplies and arts and crafts channel, Tombow offers the most innovative and finest adhesives, writing, crafting, and correction tape products on the market today. Bridging the gap between cutting-edge and affordability, Tombow maintains their status for unmatched quality and design.

### The Challenge

Already well-established in the market, Tombow wanted a winning strategy for Amazon.com's Prime Day promotion. With the limits Amazon.com places on product entries and parameters surrounding profit margins, competition is fierce during Prime Day. Only the best of the best are accepted for their Lightning Deals, which provides for a significant promotion for the Prime Day event.



With the opportunity to break more online sales records than Black Friday, Tombow sought the revenue-driving exposure of Prime Day to drive marketing and traffic conversions. Knowing the potential impact, Tombow asked Highlands to step in and leverage all available marketing strategies to make the event a success.

## The Highlands Difference

Collaborating with the manufacturer's sales and marketing teams, Highlands' strategy included an aggressive promotion, specifically targeting a highly active social media campaign. Building awareness and creating anticipation was a key factor in the promotional planning, and a series of pre-launch buzz was a driving factor for the success.

Maximizing on that momentum, Highlands ramped up the promotion to draw attention during and after the Lightning Deal promotional period. Through targeting the right market and strategizing a hugely effective social media campaign, Highlands helped Tombow reach out and create continued awareness of the Prime Day and Lightning Deal discounts.



*"The Tombow and Highlands teams came together to execute an amazing Prime Day event. Not only did we have a very successful Prime Day, we have also enjoyed sustained growth from those activities. I'm extremely proud of everyone's efforts and collaboration to make our digital strategy such a successful one"* **Greg DiLaura**, Director of Sales

*"I am stunned at the success of this event!"*

## The Results

As Highlands anticipated, leveraging social media proved a success. Tombow sold out of their Lightning Deals within three minutes. Though limited to 500 units by the rules and regulations of Amazon.com, the actual sales dollars did not reach staggering heights. However, the impressions and brand awareness of this event was priceless in driving the brand to the top of the market.

The expertise Highlands has in social media marketing and implementation is unmatched by any other sales and marketing agency. Since this powerful strategy was first implemented in early 2016, the Tombow brand has increased its brand visibility 10x over.