

Tilley Soaps



Prelude

Mkt. was engaged by Australia's oldest manufacturer of premium soaps and home fragrances to generate brand awareness and educate consumers of the incredible Tilley Soaps story. To kick off our partnership with Tilley, Mkt. managed and executed a media lunch for 50 guests to launch Tilley's 150-year anniversary range, Violet, and continues to manage Tilley's public relations activity, social media, marketing and counsel on new product development.

Stories told

Generating brand awareness from traditional and social media platforms has seen the Tilley brand elevate to a new level. Mkt. also assisted with the design and re-launch of a new e-commerce website, which successfully tripled Tilley's online product offering and opened up the 'House of Tilley' target audience.

Happily Ever After

- The stories we've told: **107**
- Those who have heard and seen: **5,450,000**
- The homes we've fragranced: **76**

