



Shorebird Media helped Norwegian Wool increase brand sales at an unprecedented time - a quarantine.

25%

Increase in Revenue Y/Y

20%

Increase in Orders Y/Y

2.3X

ROAS

## The Story

Norwegian Wool crafts wool and cashmere coats that are fully lined with a non-bulky, ultra warm, breathable authentic down fill to ensure the highest levels of warmth and winter protection. This highly innovative approach was created by both Norwegian designers and Italian clothiers.

## Campaign Goal

Norwegian Wool wanted to increase sales and awareness during a concentrated period of time given the brand's seasonal product line.

## Our Strategy

Norwegian Wool partnered with Shorebird Media to strategize, build and measure ad campaigns across Facebook and Instagram.

The team leveraged branded videos and Stories assets to drive engagement for the Norwegian Wool brand and build social proof amongst its core audience. Shorebird Media used these same video ads to drive warm audiences further into the consideration stage with messaging focused on the quality of the outerwear brand.

Additionally, Shorebird Media utilized the audience from the initial video ads as a remarketing audience further down the funnel. The team found the lifestyle focused images in city scenes outperformed product photography. By using these insights and layering in a strong call to action the team was able to increase the brand's ROAS and revenue.

## Our Tactics

- Custom Audiences
- Lookalike Audiences
- Core Audiences
- Stories Ads
- Image & Video Ads
- Dynamic Product Ads



*\*Ads Manager: January - October 2020*