



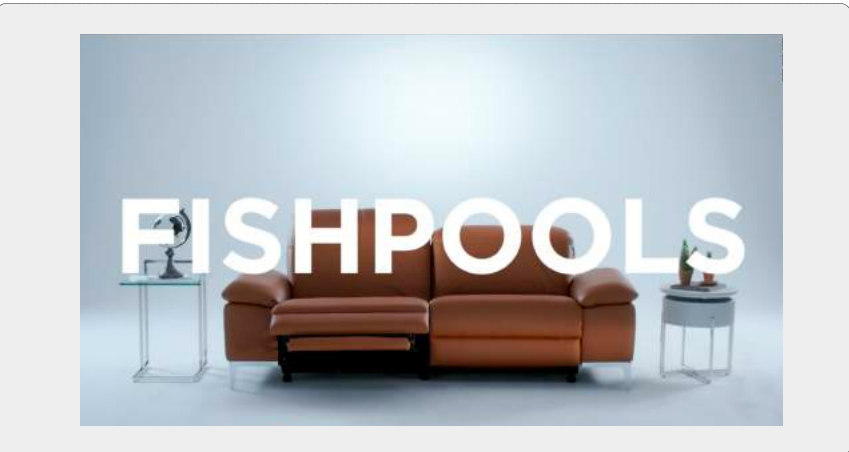
**Sky
Adsmart
TV**

**Amplified on
social
channels**

Fishpools explore TV for the first time

Independent retailer, Fishpools, were new to TV and wanted a creative execution that was both Direct Response and unique for their sector.

Studio90 guided Fishpools through the TV clearance and production process. Delivering a unique TV spot, drawing from fashion look book styles, we condensed the essence of Fishpools' character into a 30 second advert. We developed social assets for amplification on Facebook and Instagram and analysed results to deliver learnings. *"The Studio90 team made the whole process easier to understand and manage, creatively and commercially."* (CFO, Fishpools). [Click here](#) to view video on



Overview



Customer:
Fishpools

New to TV

About:
Fishpools furniture store is one of the largest quality furniture shops in South East England.

Goal:
To raise awareness of the brand within the delivery scope of Hertfordshire.

Result:

- ❖ Developed a creative unique to the furniture space
- ❖ Amplified assets for social channels, with shorter versions
- ❖ Analysis of social campaign