



Kleber & Associates

Amba – Bringing heat to the bathroom



Situation

Amba Products, a leading distributor of heated towel racks, wanted to promote how its towel racks provide an attractive, and affordable luxury element that makes bathrooms more relaxing while also supporting wellness.

As home renovations continue to gain traction, bathroom remodels are at the top of many homeowners' lists. People are spending record amounts of money to update their bathrooms and are looking to bring the elegance of a spa environment into their homes.



Amba tasked the K&A team with establishing an integrated PR and content marketing program to increase brand recognition among consumers and interior designers.

Challenge

Amba competes with several other companies in the heated towel rack space and wanted to expand brand visibility while also positioning its offerings as the go to products for towel warmers across a range of price points.

Amba sought to employ influencer marketing tactics to drive consumer brand awareness and grow sales. The brand also looked to partner with interior designers to increase the specification of its products by leading industry professionals.

Amba understood that a media outreach campaign could place its heated towel rack solutions at the forefront of its target audiences, enhancing brand awareness and helping to grow market share.



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Approach

K&A applied the PESO (Paid, Earned, Shared, Owned media) approach, implementing an extensive media and industry influencer outreach campaign targeting trade and consumer publications along with a social media campaign.

We utilized our long-term relationships with editors and influencers in the home and building product industry to secure extensive coverage of Amba’s products in both print and online media.

We collaborated with HGTV personality Chip Wade to create a televised product spotlight for Amba on FOX & Friends, reaching approximately 1.2 million viewers. We launched a social media campaign highlighting Amba’s appearance on the program and developed a blog post that could be shared on social media and in Amba’s newsletter.



In addition, we arranged for donation of a heated towel rack to well-known YouTube personalities – The Austin Flipsters – in

exchange for a product mention in the video reveal of one of their home renovation projects. Their “We spent \$1,000,000 on this Abandoned House I Before & After Renovation” video has amassed more than 1.1 million views to date.



Results

K&A’s multi-pronged approach resulted in a significant increase in brand awareness for Amba and it’s product offering among both consumers and interior designers. Our media outreach resulted in more than 48 million impressions and positioned Amba heated towel racks as a must-have element for those who want to create a luxurious bathroom with a spa-like feel.

Utilizing a strategic combination of media paid for by Amba, earned through trade and consumer publications, shared by influencers, and owned by the brand (including database development, a monthly newsletter, channel trends, thought leadership, etc.) – K&A helped Amba establish itself as a recognized leader in the heated towel rack industry.