
THE LOUNGE CO

A LOT OF LIFE HAPPENS ON YOUR SOFA

The Challenge

It's hard for a sofa company to stand out in a crowded marketplace. So when The Lounge Co. wanted to raise their profile, they turned to us. Our task was to cut through the noise of London advertising to help drive traffic to their website and footfall to their store on Chiswick High Road.

The Approach

We invited The Lounge Co. team to join us for a series of creative workshops at our London King's Cross hub space. Here we explored all sorts of creative avenues, before settling on the concept of "A lot of life happens on your sofa" alongside the visual approach of using surreal giant props to represent the everyday things people do on their sofas.

The Results

Direct and organic website traffic in London grew by a third, with bounce rates down 18%. Footfall in their Chiswick store also grew by 36.6%.

"The team at 10 Associates were a joy to work with. They gave us a multitude of creative avenues to explore following our initial meeting and we pulled together elements from several of them. But the visual impact of the Monty Python-inspired giant props really bowled us over."

Craig Lyus, Head of Trade,
The Lounge Co.

