



SUCCESS CASES

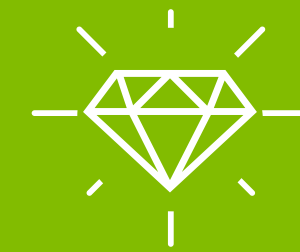
RIELAMERICANO.
**LOOKING
MAKES SENSE**

NSB[®]
a user-friendly agency



SUMMARY AND OBJECTIVES.

RIELAMERICANO is one of the leading brands in the curtains and blinds industry of Argentina, with national presence and products differentiated by quality and finishes. However, after a very successful rebranding developed by NSB in 2012, the **RIELAMERICANO** brand was copied and imitated by an increasing number of other competitors. Therefore, we needed to keep innovating, finding new ways to once again distinguish the brand from its competitors.



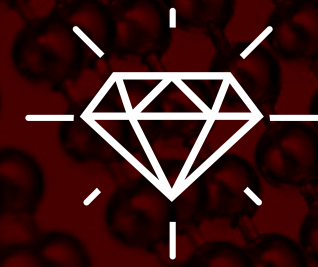
OBJECTIVES



The positioning we initially developed for **RIELAMERICANO**'s rebranding gave the brand an unparalleled reputation of quality, making them stand out from their main competitors, especially those brands with basic products and lower prices.

However, the brand does not have a large advertising budget and many of its competitors had begun to imitate **RIELAMERICANO** since its rebranding so we agreed on the need for another change— a new, upgraded communication campaign that would differentiate **RIELAMERICANO** even further and greatly increase their relevance to their upscale target audiences.

STRATEGIC CREATIVITY PROPOSAL



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The new campaign was inspired by famous luxury fashion houses. We decided to treat each curtain like a true Top Model due to the curtains' handcrafted perfection, immaculate attention to every detail, and mainly, because they turn every room into a true catwalk of art and style.

Using this concept, we delivered a campaign for [RIELAMERICANO](#) called the "2016 Collection". The "models" were the client's curtains. We staged a real photo shoot by a talented model photographer, where the curtains were the main characters - or models - in a video clip that imitated a backstage fashion photo shoot.

The campaign was composed of eight graphic ads, each with a different type of curtain, "modeled" in a classic loft salon typically used in fashion photos. In addition, we created a series of online banners and a special advertising video that can be viewed on YouTube, as a TrueView. To further broaden the reach, we bought media placements in major cinemas across all of Buenos Aires' top theaters.

LOOKING MAKES SENSE

RESULTS



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NEW VA COLLEC 2016

With this campaign, we enabled [RIELAMERICANO](#) to stand out tremendously from B-brands by taking the ultimate step in positioning itself as the leading luxury brand in the category.



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La modelo no está retocada digitalmente.

En esta campaña nos inspiramos en el estilo y la vanguardia. Por eso, tratamos a todos nuestros productos como verdaderos TOP MODELS. Descubrí nuestra colección 2016 de RIELAMERICANO, donde siempre vas a encontrar la cortina perfecta para tu casa.

Vení a conocernos a Casa FOA 2015.

RIEL
AMERICANO

Mirar tiene sentido.

WWW.RIELAMERICANO.COM



Y si, en el ambiente de la moda seríamos una 'luxury brand'.

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No tenemos catálogo. Tenemos colección.

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CASES**

**NUEVA
colección**
2016



WWW.RIELAMERICANO.COM

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MÁS QUE UN CATÁLOGO, UNA COLECCIÓN.

En esta campaña de RIELAMERICANO nos inspiramos en el estilo y la vanguardia. Por eso, tratamos a todos nuestros productos como verdaderos TOP MODELS.

Los hicimos posar, los fotografiamos, y hasta fueron las estrellas de un videoclip.

Así nace esta COLECCIÓN RIELAMERICANO.

EN LA PASARELA, CADA
MODELO TRANSMITE
UNA SENSACIÓN.
Y EN CADA AMBIENTE
DE TU CASA VA A PASAR
LO MISMO.

Más de 100 nuevas telas transmiten
sensaciones diferentes y marcan
tendencia en nuestra Colección 2016.

WWW.RIELAMERICANO.COM

EVA
COLECCIÓN
2016

THANK YOU FOR YOUR PRECIOUS TIME

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