

CASE STUDY

ARTICLE
LEVERAGES
TRENDS TO
CREATE CONTENT
THAT CONVERTS

THE CHALLENGE

Article is a furniture and home décor brand that offers a simple, delightful way to buy original modern furniture. The company wanted to create content to inspire readers and encourage purchases of their first piece of “grown up” furniture, with the ultimate goal of boosting sales in Canada.

OUR SOLUTION

Article used Pressboard to place content on three influential publishers in key markets in Canada: *Avenue Magazine* in Alberta, *BC Living* in BC, and *Toronto Star* in Ontario. The content demonstrated how readers could use Article’s diverse and affordable products to bring style to their homes, leveraging topical trends like hygge and designing for small spaces. Copy also emphasized how the company’s unique, no-showroom model enables it to deliver stunning, high-quality furniture at a fraction of the cost of traditional retailers.



8 Cozy Décor Pieces to Bring Hygge to Your Home

April 13, 2017

Candles, cozy blankets and hot cocoa are essential items for incorporating the Nordic philosophy of hygge into the home. Hygge is all about warmth, contentment and relaxation.

ARTICLE. + avenue



4 Multifunctional Furniture Pieces That Work Both Indoors and Out

April 13, 2017

Often, indoor furniture isn’t durable enough to be used outdoors, and outdoor furniture lacks the trendy aesthetics of interior furniture. Industry innovators, including the online furniture company Article, are ready to change that.

ARTICLE. + BCLiving



Article brings stylish, affordable furniture options to Toronto’s small spaces

April 18, 2017

Condo or small-space living is a reality for many city-dwellers, and in Toronto, it’s certainly how many of us live. Those small spaces are getting even smaller, making smart furnishing crucial.

ARTICLE. + TORONTO STAR

CAMPAIGN HIGHLIGHTS



Stories earned a 27.7% conversion rate - 27X higher than our average benchmark.



Over 250 social interactions as readers liked, commented and shared the stories with friends and family.



Average reader scrolled over 90% of the way down the content.

Branded footer and footer image accompanied each story

