



THE GROMMET FINDS SUCCESS WITH ITS FIRST-EVER TV EFFORT

Campaign launched on November 12 contributed to a 40% uptick in year-over-year revenue during the Holiday period

LOS ANGELES & SOMERVILLE, MA (December 17, 2018) When much of commonplace marketing trends point almost entirely toward digital, product discovery platform [The Grommet](#) decided to buck the trend a bit – and it worked.

After partnering with innovative media agency [Quigley-Simpson](#) in September 2018, The Grommet, which reveals a new product every weekday, found that television was just the medium to really grab the attention of new customers. Its [television commercial](#), produced by Gary Sloan Studios XL and entitled “Where’d You Get That?,” poses the question often asked of others about the products that The Grommet sells.

“Our Discovery Team spends all year vetting the most innovative products from small businesses,” said Jill Balis, CMO, The Grommet. “And while we consider thousands, only 3% make the cut and are added to our catalog. The Grommet has always used storytelling, video, and photography to tell the stories behind these products, so television is the perfect medium to convey that sense of excitement around product discovery that our customers and gift recipients experience.”

The TV holiday campaign focuses on high-reaching, proven, response-driving cable networks. Comparing the TV on-air period against the year prior without television, client and agency were quickly able to determine that TV had a strong impact across all channels. As a result of the five-week campaign on 14 cable networks, including E!, Food Network, Hallmark Channel, HGTV, Lifetime, OWN, and others, The Grommet saw a 40% lift in revenue from direct and branded search channels, including Google, Bing, and Yahoo.

“We looked at what sets The Grommet apart – as a place to discover truly unique products and gifts – and realized we needed to bring the sight, sound, and motion of video to the equation,” said Duryea Ruffins, President, Engagement Planning & Investments, Quigley-Simpson. “Tying the effort to measurement, optimization, and ROI is what drove us to the positive results.”

About The Grommet

Since 2008, [The Grommet](#) has worked with more than 3,000 Makers, inventors, and small businesses to launch innovative consumer products to a community of 3.5 million. The Grommet considers thousands of products each year, but only launches 3%. Many have become household names, including Bombas, FitBit, Food Should Taste Good, GoldieBlox, IdeaPaint, OtterBox, S'well,

SimpliSafe, and SodaStream, among others. In 2017, Ace Hardware acquired a majority stake in The Grommet.

About Quigley-Simpson

Founded in 2002, [Quigley-Simpson](#) is an independently owned advertising agency, offering full-service creative, strategy, media, analytics and digital integrated services. Headquartered in Los Angeles and with an office in New York, Quigley-Simpson has a staff of more than 180 and a client roster of leading brands across consumer packaged goods, financial services, utilities, diet and weight loss, government, healthcare, health and beauty, online retail, travel and hospitality. One of the pioneers of brand response advertising, Quigley-Simpson is focused on delivering results and ROI through creative and accountable advertising that is constantly measured, analyzed and optimized.

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