

**Company:** RISER, Armadale, VIC Australia

**Company Description:** RISER is an end-to-end product sampling solution for lifestyle brands. Effortlessly sample products to thousands of micro-influencers within your target categories and simultaneously, clip and repurpose their content for your social media, and even tag your retailers for maximum exposure.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in New Product or Service Launch

**Nomination Title:** Theory Crew - New Product or Service Launch: Bolia



1. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 213 words used.**

Planning began in February 2024, with the goal of generating awareness and cultural credibility for Bolia's launch. Our approach centred around a three-part strategy: a premium launch event, multi-tiered influencer seeding and editorial media placements across tier-one publications.

We started with clear objectives and a layered execution plan. First, we crafted a bespoke influencer brief that included visual inspiration, messaging cues and gifting options that aligned with trending content formats in the home interiors space. We then engaged media and KOLs with a hybrid event and showroom tour that offered value beyond attendance, including store credit and high-end floral arrangements styled to reflect Bolia's design principles.

Our media outreach was timed around key moments, including trend pitching and seasonal editorial themes. We kept Bolia front of mind with reactive opportunities and ensured they featured in relevant roundups and listicles. The campaign also involved close communication with vendors, global stakeholders and the local team, requiring agile project management and cross-timezone approvals.

Due to unexpected delays in the showroom's completion, activity was rescheduled for a June launch. Despite the pushback, the campaign was delivered with a high level of polish and precision. It also gave our team the opportunity to refine our event planning systems and strengthen our strategic alignment across media and influencer touchpoints.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

4. Specify the date on which this campaign or program was launched:

The campaign was initiated in October 2023 to coincide with the launch of Bolia's first Australian showroom in Richmond, Melbourne. Planning and strategic development began earlier, in February 2024, with core activity rolling out between February and June 2024. Influencer and media content continues to roll out in line with the brand's retainer.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 79 words used.**

Attached supporting materials include a detailed [post-campaign report](#). These showcase the reach, content volume and sentiment across media, influencer and event activations.

Key evidence includes screenshots of social content, media coverage clippings, influencer performance metrics and a breakdown of event attendance. These assets confirm the campaign's alignment to target objectives, from awareness to engagement and influencer impact.

Together, the supporting materials validate the quality of our strategic thinking, the creativity of our execution and the measurable success that followed.

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 221 words used.**

The campaign kicked off in October 2023 to support Bolia's first Australian showroom launch. As a Scandinavian design brand with a strong presence across Europe and Asia, Bolia's goal was to break into the local market with impact and longevity. They needed a campaign that didn't just make noise, but introduced them in a way that felt elevated, relevant and on-brand.

Theory Crew saw a clear opportunity to create buzz by using our strong editorial and influencer connections in the home and lifestyle space. The challenge was that the showroom was still under construction, which meant launch timelines kept shifting and the campaign required a pivot to a June launch. Despite this, we saw it as an opportunity to sharpen our creative strategy and internal event planning processes.

We developed a carefully layered campaign combining event management, media outreach and influencer gifting. Our idea was to welcome Bolia into Australia in a way that reflected the brand's aesthetic and values, premium, curated and trend-forward. From personalised invite design to onsite styling, every detail was intentional. We gifted spring bouquets and product credit at the event to drive post-event sales, extending the experience beyond a single night. The result was an immediate impact across social and media, strong audience engagement and a highly satisfied client who signed on for long-term work post-campaign.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 196 words used.**

From October 2023 to June 2024, Theory Crew successfully launched Bolia into the Australian market through a high-impact PR and influencer campaign. Despite delays due to construction, the results speak for themselves.

The showroom launch event hosted 75 key guests including media, influencers and stakeholders, with over 46 pieces of content posted by attendees such as @marthaa\_\_k (707k), @marykala (102k) and @harryandtash (25.6k), generating a cumulative social reach of 366.5k+.

The influencer campaign secured 12 high-value collaborations, with talent like @jessalizzi (580k) and @lisa\_desanctis (241k), combining strong organic engagement and aesthetic alignment.

On the earned media front, we secured 30 media hits with a total reach of over 43.8 million across iconic outlets including Home Beautiful, Broadsheet and Vogue Living. Media coverage carried a cumulative PR value of over \$124.7k, all achieved through considered and timely pitching aligned with trends.

Sentiment was 100 percent positive across both media and influencer content, and post-event feedback from the client confirmed the campaign was on par with their international launches. Off the back of the success, Bolia signed on with Theory Crew in an ongoing retainer arrangement, a clear signal of trust and long-term value.

## Attachments/Videos/Links:

[Theory Crew - New Product or Service Launch: Bolia](#)

[REDACTED FOR PUBLICATION]