Dremel

CONTENT PERFORMANCE

MOST ENGAGING PIECE OF CONTENT:

@dremel_uk

2,991,609K VIEWS

This partnership focused on the launch of the portable Dremel 8150. The content showcased how the product can be used for practical, beginner-friendly projects, positioning it as an accessible and reliable tool for home improvement. It focussed on the new features which includes a light and USB charging.

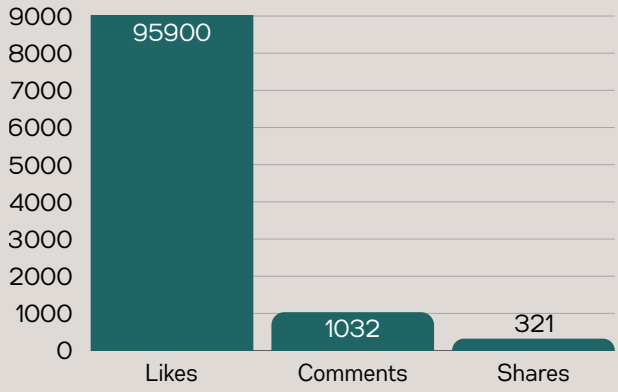
The campaign was published across four major platforms to maximise reach and engagement, ensuring visibility across both short-form and long-form content channels.

Campaign KPI priorities were:

- Increase brand awareness
- Support product launch visibility
- Demonstrate product versatility through real-life DIY use cases

Target Audience:
Homeowners and renters, particularly those interested in practical DIY, home improvement, and learning new skills.

~3M views



OVERALL OVERVIEW

Views	Likes	Shares	Comments
2,991,609	95,900	321	1032