



Fanbytes



CHANGING
ROOMS™ 

WE MASTERED
TWO-WAY
MESSAGING TO
ENGAGE AN
OLDER TIKTOK
AUDIENCE



OVERVIEW

CASE STUDY

Fanbytes partnered with MediaCom to promote the return of iconic TV show Changing Rooms alongside paint brand Dulux' new product range on TikTok. We used the platform to reach a different audience this time: users who are aged 25 and over.

We reached over 12 million Tiktokers who would remember the original program and redecorate their own homes.



This campaign exceeded targets by over 827%

RESULTS

12.4M+

IEWS



Fanbytes



CHANGING ROOMS
with 

Client



**CHANGING
ROOMS** with 

Fanbytes worked with media agency **MediaCom** to celebrate the TV program, **Changing Rooms**' long-awaited return to Channel 4. MediaCom partnered with paint brand **Dulux** to promote the interior design program alongside the *Dulux Simply Refresh* product range.

Changing Rooms is a much-loved home improvement TV show in which neighbours, relatives or friends renovate each other's houses alongside interior designers. Dulux Simply Refresh is a new premium paint formula that only requires one layer of paint.

THEIR CHALLENGE

To celebrate Changing Room's reboot after a 17-year absence, Fanbytes worked with MediaCom to drive awareness on TikTok, using the TV show as the canvas to promote the Dulux Simply Refresh range.

We engaged an audience **aged 25+**; TikTok users who would be homeowners. This group could buy Dulux' products to redecorate and would remember the original show. It was an **unusual audience** for TikTok, which largely caters to a younger market.

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We reached an audience aged 25+ who were homeowners

OUR APPROACH

Fanbytes worked with a TikTok branded effect that illustrated Dulux' new range on users' walls. We selected influencers with whom this challenge **fitted naturally**, for content that would draw **high engagement**. In particular, we sought creators whose audiences would remember the original Changing Rooms show.

We selected creators from niches including comedy, **lifestyle, family, and home** to use the filter and encourage followers to try it out for themselves. We also instructed influencers to ask followers to comment with their favourite colour; an interactivity that **boosted engagement rates and reach**.

WHAT WE DID

FIRST STEP

We identified multiple relevant niches to promote MediaCom and Dulux' partnership on TikTok through an AR branded filter effect.

THIRD STEP

To generate the best virality, we underpinned all content with the theme of influencers seeing the filter around them; encouraging audiences to try it themselves.

SECOND STEP

We developed five creative angles to link both MediaCom's *Changing Rooms* and Dulux' new product range in all messaging.

LAST STEP

We encouraged influencers to put their own spin on their videos while asking followers to comment. This spurred virality amongst the target audience.

WHAT WERE THE RESULTS

12.4M+

VIEWS

2.4K+

COMMENTS

400K+

LIKES

This campaign exceeded targets by over 827%. TikTok's majority user base is aged 9 - 24; but this project drove impressive results on the platform amongst the target older users. In particular, Fanbytes' performers such as Dani Speaks drove industry-leading engagement rates of 20.64% amongst a UK audience aged 25+.



KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

GET IN TOUCH



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