

# Building an AI-Powered Interior Design Brand

A connected identity, content and lead-generation system for an AI-powered interior and space design business.

|        |             |                     |
|--------|-------------|---------------------|
| 395    | Leads       | 14–29 Sep 2026      |
| ■62.86 | Blended CPL | Lead-form campaigns |
| 2.57 L | Impressions | 256,998 total       |
| 1.30 L | Reach       | 130,479 people      |

## The brief

The brand needed to become recognisable while simultaneously building a sales pipeline. The work therefore connected identity, creative and performance instead of treating them as separate activities.

## Strategy & execution

- Created a consistent logo and colour system for the brand.
- Built a repeatable social creative system for Instagram and Facebook.
- Designed product-led content around kitchens, storage and everyday use cases.
- Launched Meta lead-form campaigns and tracked cost per lead.
- Reviewed reach, impressions and CPL to guide optimisation.

# Reported results

The two reported lead-form campaigns generated 395 leads at a blended ₹62.86 cost per lead, with 256,998 impressions and 130,479 people reached. The later campaign delivered 258 leads at ₹60.69 CPL.

## Performance: leads from day one



Meta Ads Manager, lead-form objective, 14–29 September 2026.

|                         |                                 |                                 |                                    |
|-------------------------|---------------------------------|---------------------------------|------------------------------------|
| 395<br>leads from forms | ₹62.86<br>blended cost per lead | 2.57 L<br>impressions (256,998) | 1.30 L<br>people reached (130,479) |
|-------------------------|---------------------------------|---------------------------------|------------------------------------|

| Campaign         | Leads | Cost / lead | Spend      | Impressions | Reach   |
|------------------|-------|-------------|------------|-------------|---------|
| 18Sep   WC   IB  | 258   | ₹60.69      | ₹15,657.99 | 185,367     | 110,223 |
| 14Sep   WC   INT | 137   | ₹66.95      | ₹9,172.49  | 71,631      | 38,090  |
| Total            | 395   | ₹62.86      | ₹24,830.48 | 256,998     | 130,479 |

The 18 September campaign, launched four days after the first, delivered 65% of all leads at the lower cost per lead.

## The kitchen storage carousel



Eight slides: a hook, six solutions and one closing idea.

Smarter kitchen hook

More storage. Less searching.

No corner wasted.

Narrow spaces work harder.

Fresh. Visible. Easy to reach.

Overhead storage within reach.

Easy access. Clean lines.

Storage that works for you.

### A story, not a catalogue

Hook, six product ideas, then one closing message.

### One system, every slide

Logo lockup, orange tag, dotted callout, swipe prompt.

### Copy that stays useful

A promise first, then one line on daily life.

## What comes next

Extend the visual system to additional product categories, add video and reels, test new audiences and refine campaigns using lead-quality feedback.

## Public portfolio note

Client brand names and identifying brand assets have been anonymised for public portfolio use. Reported figures are reproduced from the supplied NWSPL case-study material.