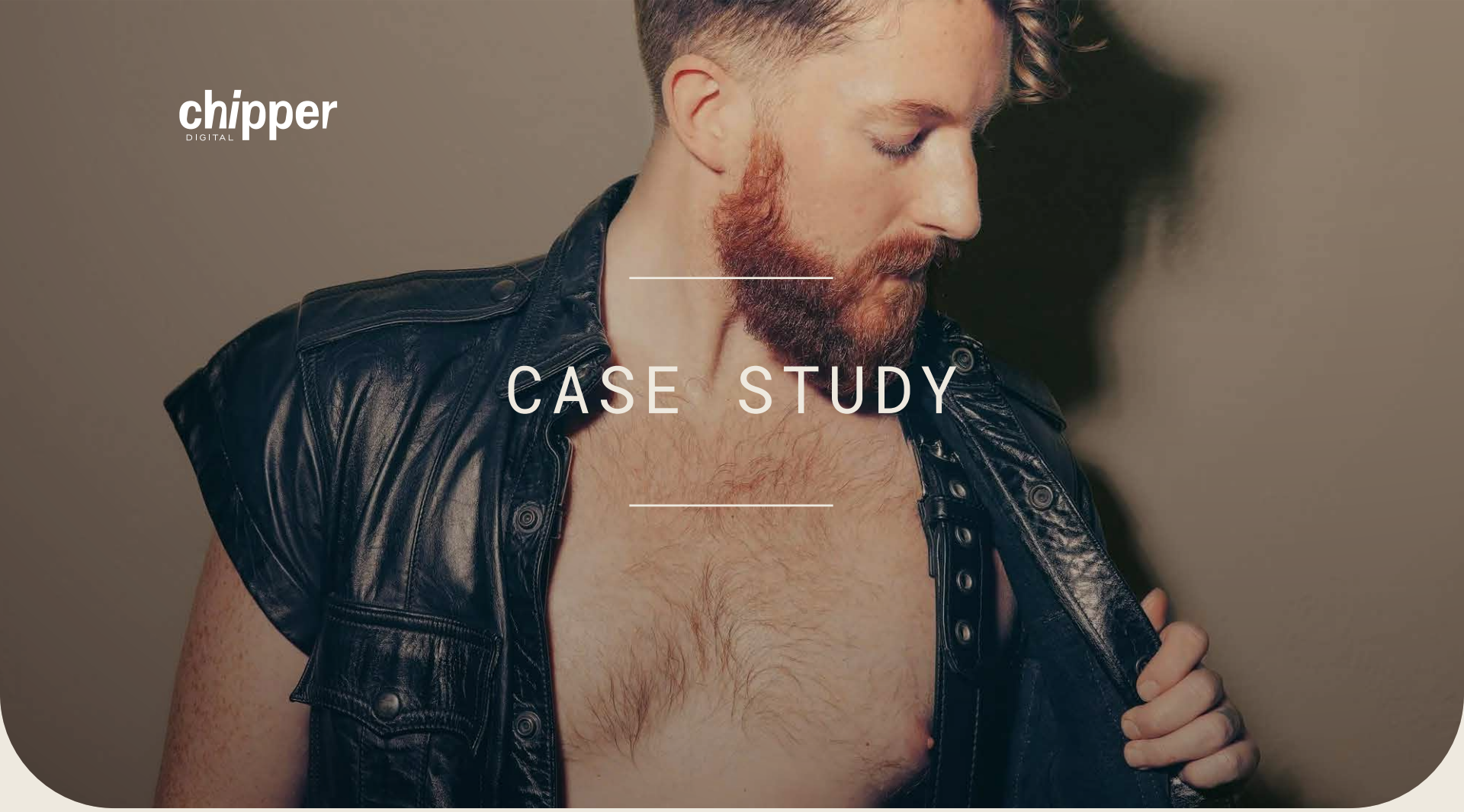


chipper DIGITAL

CASE STUDY

LEATHERDADDY SKIN CO.

A gay-owned brand, LeatherDaddy crafts high-quality skincare and grooming products tailored for men and the BDSM enthusiast. Their offer includes the sexiest cologne out there, beard care, bath, and body essentials, emphasizing bold, masculine scents and premium ingredients. Designed for the modern man, LeatherDaddy combines luxury with a rugged appeal, making grooming a statement of style and confidence—power or submission.

The Ask

LeatherDaddy aims to amplify its digital presence through a high-impact campaign leveraging social media, gay dating apps, and display ads. The campaign will spotlight their bestsellers alongside their full product range, utilizing creative content that is inclusive, empowering, and reflective of the entire community.

Solution & Strategy

Campaign Design and Landing Page

CREATIVE SERVICES

Campaign Design and Copywriting
We created ads for several platforms with visually striking designs and persuasive content that engage and motivate the audience.

Marketing Landing Page
A custom, mobile-friendly landing page featuring four products, designed for optimal user experience, ensuring the brand message resonates and drives sales.

Photo Retouching
Improve images with expert retouching and imaginative enhancements, creating refined and visually captivating visuals that align perfectly with the brand's message.

Channel Selection

DIGITAL ADVERTISING ACROSS VARIOUS CHANNELS

Dating Apps
We focused on popular dating apps for brand awareness and to boost website visits.

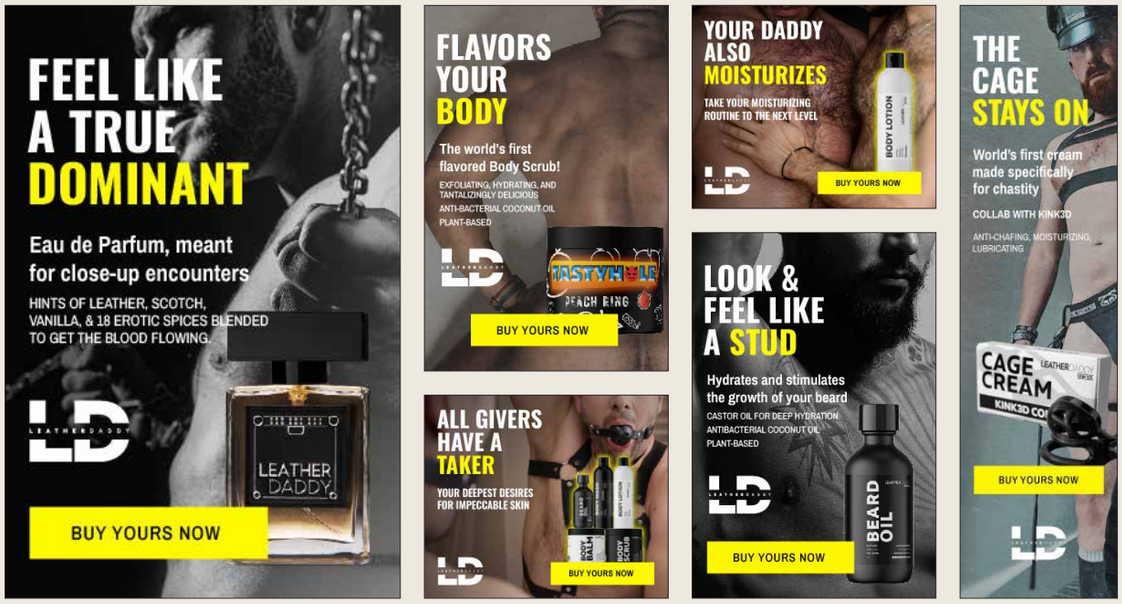
Social Media Ads
To engage diverse demographics, implement micro targeting tactics, and drive sales.

Special Campaigns
Pop-up ads and sponsored alerts on Adam4Adam and Recon, a gay fetish platform.

Social, Display & Dating App Ads

An ad campaign highlighting product benefits and representing the target audience is crucial for engaging potential customers, building trust, and increasing conversions.

By showing relatable people and solving very specific problems, the campaign fosters emotional connections, differentiates the brand, and encourages customer loyalty and advocacy.



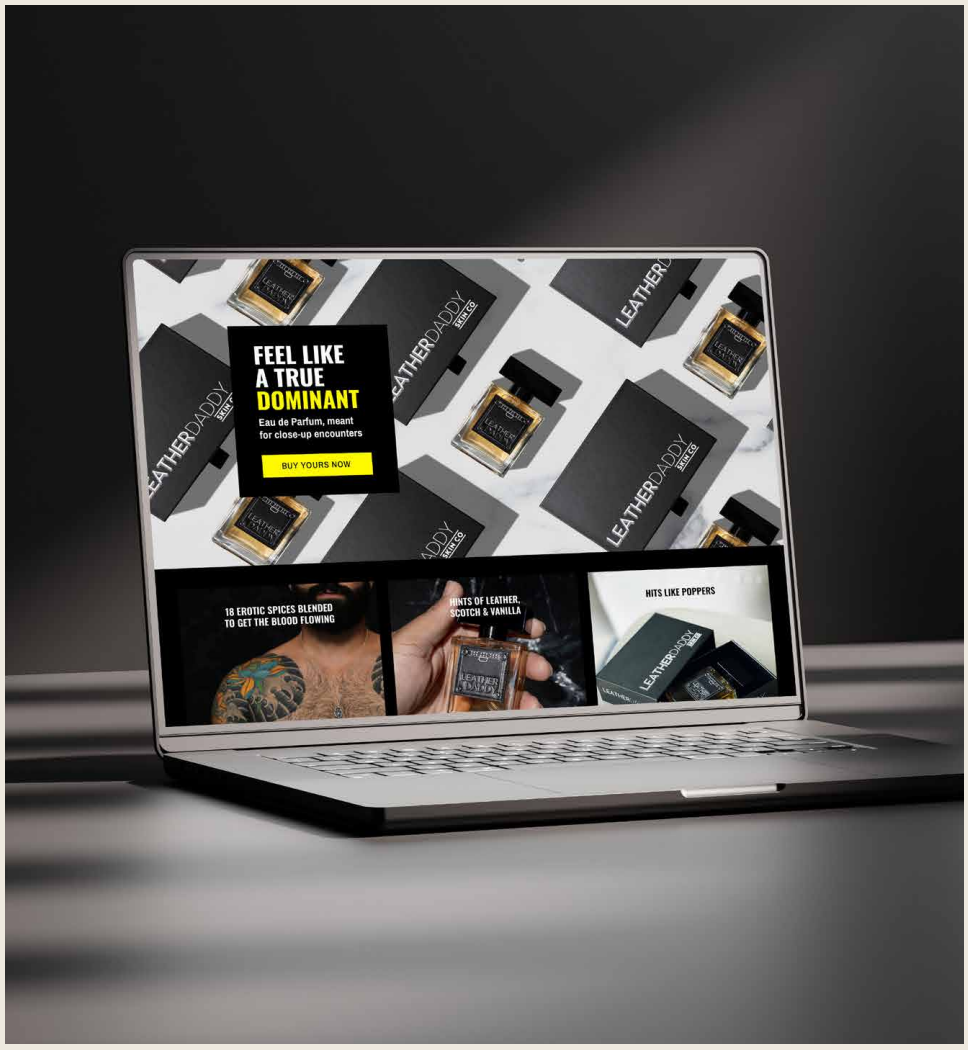
Dating App Ads

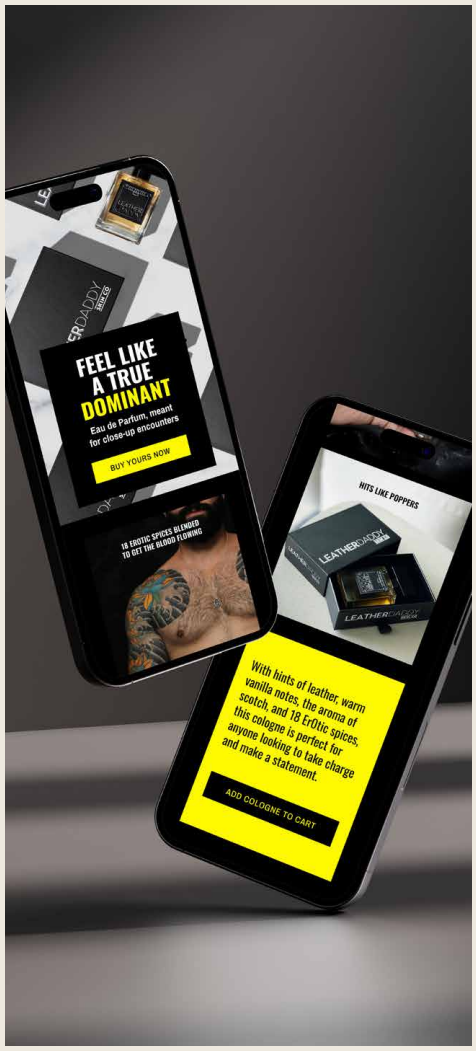
Social Ads

Landing Page

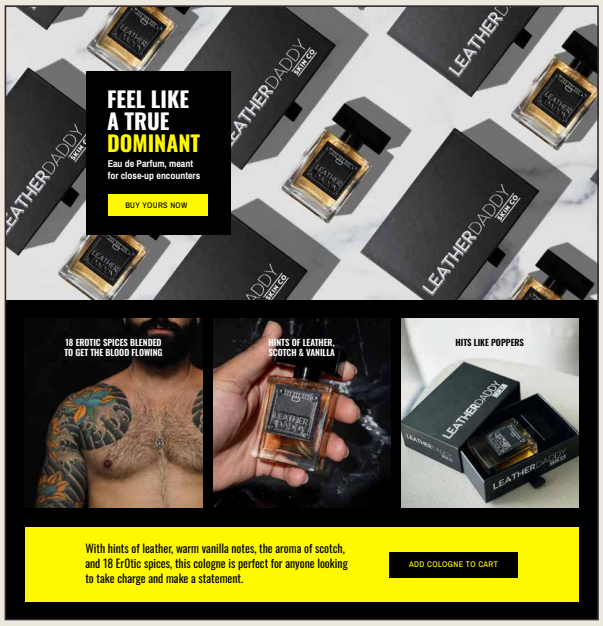
Crucial for driving sales as it focuses visitors on a single call-to-action, a well-designed marketing landing page reduces distractions and guides the user toward conversion.

It enhances user experience with targeted content, increases lead generation, and improves overall campaign effectiveness by providing clear, actionable steps for potential customers.

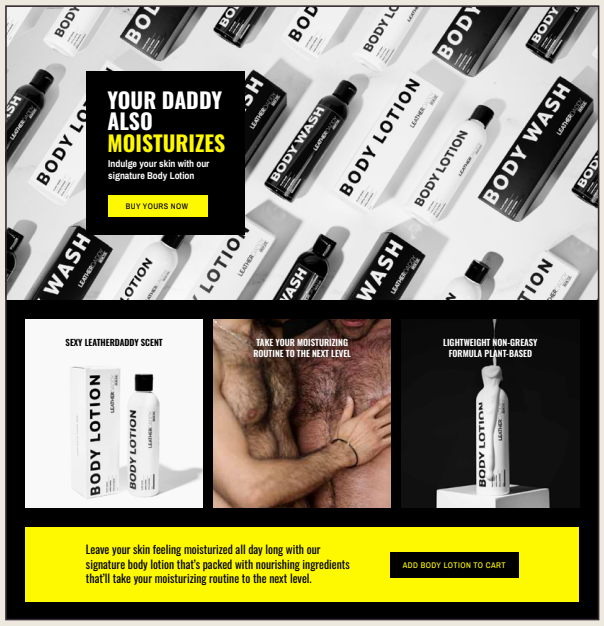




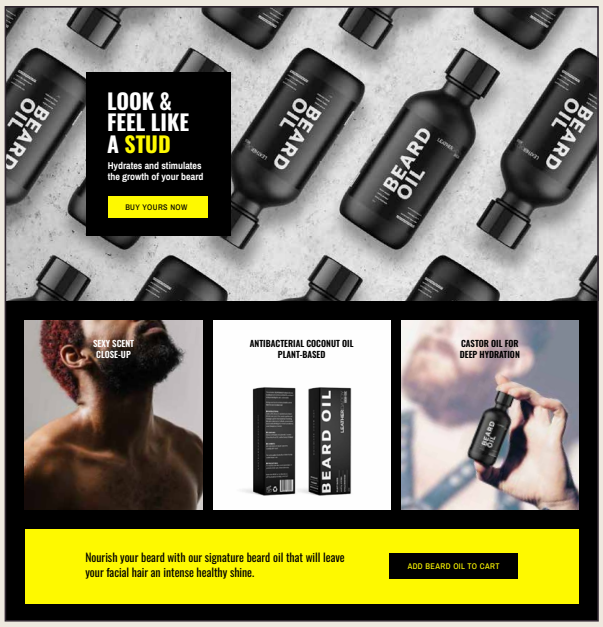
VISIT



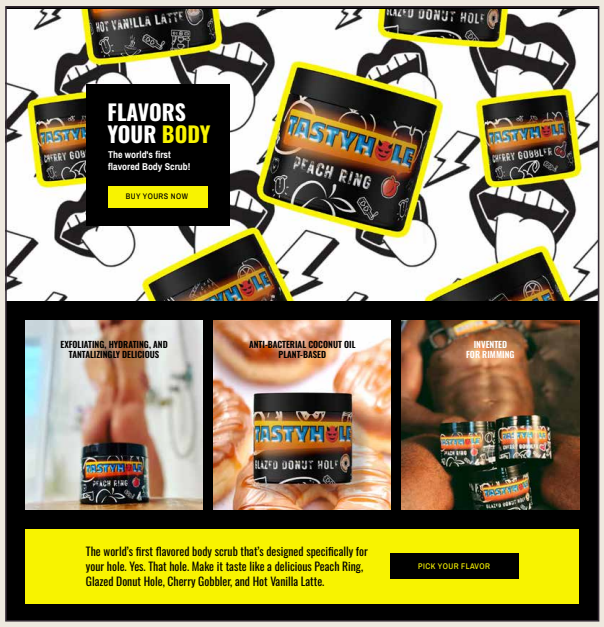
Cologne Wireframe



Body Lotion Wireframe



Beard Oil Wireframe



Tastyhole Wireframe

CAMPAIGN RESULTS

INCREASE IN WEBSITE TRAFFIC — **22%**	AVERAGE MONTHLY IMPRESSIONS — **3.8M**	OVERALL CAMPAIGN ROAS — **2.3x**
CLICKS USER INTERACTIONS — **15K**	OVERALL COST PER CLICK — **$0.33**	CTR — **2.65%**

chipper DIGITAL

Get in Touch

success@chipperdigital.io

+1 (866) 665-4862

8 Campus Dr., Suite 105-A
Parsippany, NJ 07054

© 2023 All Rights Reserved. Chipper Digital