



**Business Case**  
**Category Marketing Specialist**  
Ouiam Benchamach

# EXECUTIVE SUMMARY

The opportunity is not who's looking. It's who isn't.

## TARGET KPIs

| KPI                | TARGET | STRETCH |
|--------------------|--------|---------|
| RGMV uplift        | +15%   | +25%    |
| Sell rate uplift   | +10%   | +18%    |
| Cost per new buyer | €18    | €12     |
| Return buyer rate  | 25%    | 35%     |

## BUDGET PRIORITY

TikTok and Instagram creators (40%) backed by Meta paid social (25%) and Pinterest (15%)

## 01 OPPORTUNITY

Asian Art and Classical Art are underleveraged categories with a shared problem: low relevance among high-potential audiences who haven't seen themselves as buyers yet.



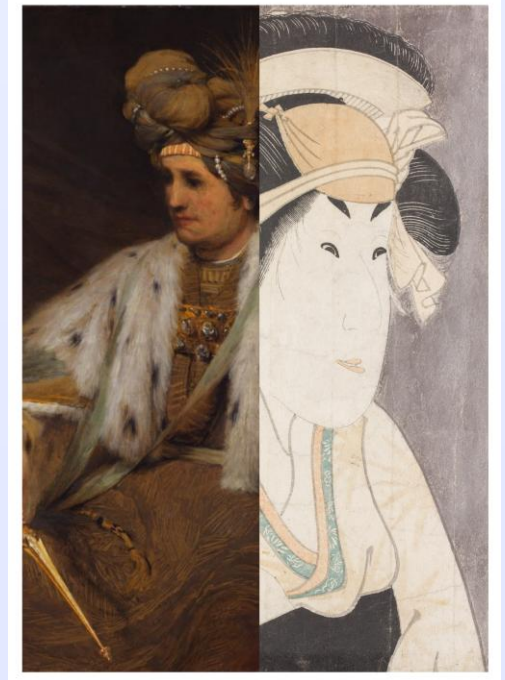
## 02 CAMPAIGN

[Owned by History](#). A unified concept with differentiated execution per category, built around one insight: people aren't searching for art, they're searching for what art solves.

## 03

### APPROACH

Creator-led awareness to form desire, full funnel activation to convert it, CRM to retain it.



ASIAN AND CLASSICAL ART

# THE OPPORTUNITY

The audience isn't missing. They're just not looking yet.



The art market is growing, but the biggest untapped audience isn't searching for art yet. They're searching for what art solves: a statement piece, a cultural connection, a room that means something. Both categories share the same problem: low relevance among people who've never seen themselves as collectors. That's the gap this campaign closes.

## MARKET

Global art market: \$59.6B in 2025, up 4% year-on-year

Auction sector led recovery, up 9% in 2025

Catawiki's sweet spot: below Sotheby's, above mass market

## PROBLEM

Existing art buyers will find Catawiki

The untapped audience hasn't formed the desire yet

They're not searching for art, they're searching for what art solves

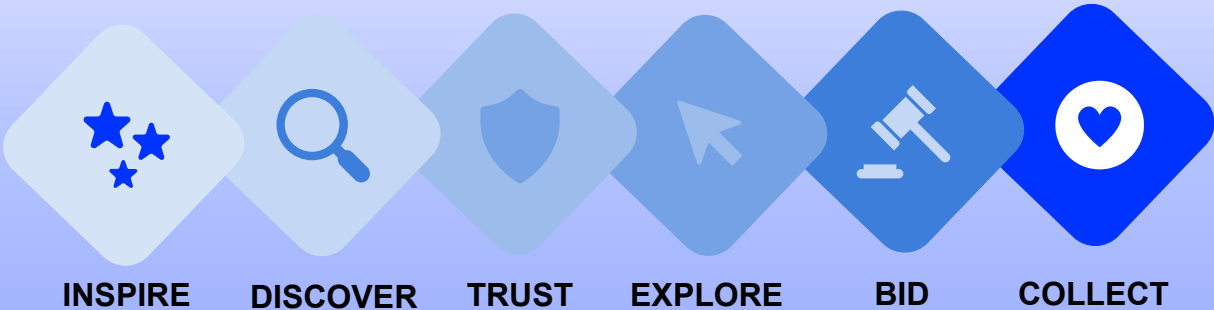
## DIAGNOSIS

Asian Art + Classical Art share the same root cause

The potential buyer doesn't see themselves as someone who buys art

Campaign job: make that identity shift happen

## THE CONSUMER JOURNEY





# Maya Chen

**Age:** 29

**Occupation:** UX Designer

**Location:** Amsterdam

**Income Range:** €45,000–€65,000

Discretionary income is often spent on travel, beauty, and homeware with a story behind it. Prioritizes brands that feel culturally aware and visually intentional over brands that shout for attention.

*"I want my apartment to reflect where I come from, not where IKEA thinks I should be."*

## GOALS

- Build a home that feels personal and intentional
- Find objects with cultural meaning that can't be mass produced
- Stand out from the aesthetic everyone else has

## MOTIVATIONS

- Cultural identity
- Uniqueness & rarity
- Aesthetic pride
- Social shareability
- Discovery & surprise



## FRUSTRATIONS

- Everything "Asian-inspired" online feels fake or touristy
- Auction platforms feel like they're not for her
- Hard to verify quality and authenticity without an expert

## LIFESTYLE

- Heavy TikTok and Pinterest user
- Follows interior, travel, and culture creators
- Shops consciously, researches before buying
- Interested in heritage, craftsmanship, and design history

## SEARCHING FOR:

- Unique Asian home decor
- Chinese ceramic vase vintage
- Statement piece living room



# Thomas Dubois

**Age:** 47  
**Occupation:** Senior Finance Manager  
**Location:** Rotterdam  
**Income Range:** €85,000–€110,000

Discretionary income goes toward travel, fine dining, and considered home investments. Prioritizes quality and longevity over trends. Buys once, buys well.

*"I've built the career, bought the house. Now I want it to actually feel like something."*

## GOALS

- Make his home feel elevated and considered
- Own something with history and meaning, not just decoration
- Start collecting without feeling out of his depth

## MOTIVATIONS

- Status & taste
- Investment value
- Heritage & provenance
- Accessibility
- Discovery



## FRUSTRATIONS

- Galleries feel intimidating and exclusive
- Doesn't know how to assess value or authenticity
- Assumes original art is out of his budget

## LIFESTYLE

- Uses Instagram and Facebook, occasional Pinterest
- Reads longform: FT Weekend, lifestyle magazines
- Interested in history and architecture
- Makes considered, research-led purchases

## SEARCHING FOR:

- Original painting for living room
- Affordable European art
- How to start an art collection

# CAMPAIGN CONCEPT

Every object has a life before yours



## The idea

Most platforms sell you an object. Catawiki sells you the next chapter of its story. The provenance, the age, the journey it took to get here. That's not background information. That's the reason to buy.

## The reframe

A bidding war isn't pressure. It's competition for something irreplaceable.

## Tone

Cinematic. Calm. Confident. Close-ups of texture, a maker's mark, handwriting on the back of a canvas. The object tells the story. Catawiki gives it a new chapter.

Campaign name: **Owned by History**

## ASIAN ART

## CLASSICAL ART

### STORY ANGLE

Cultural heritage, craftsmanship passed down generations, objects that travelled continents

European provenance, artistic movements, pieces that hung in homes with history

### CAMPAIGN LINE

"Centuries of craft. Yours to continue."

"It hung somewhere beautiful once. It will again."

### CREATOR CONTENT

Object story, bid unboxing, room reveal, sourcing series

Object story, bid unboxing, modern interior styling

# 360 ACTIVATION PLAN

From desire to collector — how the campaign works

Campaign name: **Owned by History**

## AWARENESS W3

**Goal: Make the right people stop scrolling**

- ✓ TikTok creators: object story, sourcing series, room reveal
- ✓ Meta/Instagram: cinematic paid ads
- ✓ Pinterest: mood board targeting interior audiences
- ✓ Organic: Catawiki experts on camera

## CONSIDERATION W4

**Goal: Build trust and desire**

- ✓ YouTube pre-roll: 30 sec object story format
- ✓ Email quiz: "Discover your first piece"
- ✓ SEO content: "How to start collecting"
- ✓ Retargeting: show specific lots to warm audiences

## CONVERSION W5

**Goal: Turn interest into a first bid**

- ✓ Urgency retargeting: "X hours left"
- ✓ Google Search high-intent searches
- ✓ Email: personalised lot alerts
- ✓ Influencer CTAs during live auction windows

## RETENTION W7-8

**Goal: Turn first-time bidders into collectors**

- ✓ Post-purchase email: the story of what they won
- ✓ CRM: separate flows per category
- ✓ New lot alerts by preference
- ✓ Community welcome: you're a collector now



# TIMELINE AND PHASING

8 weeks. 3 phases. One clear review gate.

W1-2

**GOAL:** Lay the foundation



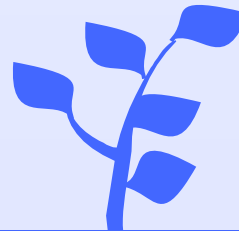
**BUILD**

## KEY ACTIONS:

- ✓ Finalise creator partnerships
- ✓ Produce hero content: cinematic object story videos
- ✓ Set up CRM flows and retargeting
- ✓ Brief Catawiki experts
- ✓ Go/no-go check

W3-6

**GOAL:** Full activation



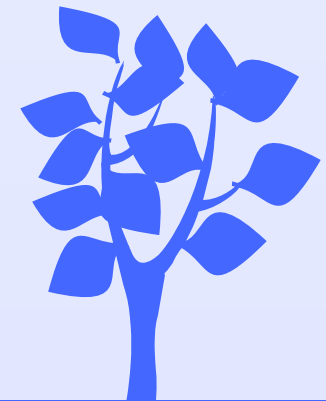
**LAUNCH**

## KEY ACTIONS:

- ✓ W3: Awareness live: TikTok, Meta, Pinterest
- ✓ W4: Consideration: YouTube, SEO, email quiz
- ✓ W5: Conversion: retargeting, Google Search, influencer CTAs
- ✓ W6: Review gate: Scale what works, cut what doesn't (assess RGMV uplift, sell rate, CTR, cost per new buyer)

W7-8

**GOAL:** Retain and optimise



**SUSTAIN**

## KEY ACTIONS:

- ✓ Post-purchase email flows
- ✓ CRM segmentation per category
- ✓ Scale top performing channels
- ✓ Document learnings for Supercluster calendar

# KPI DASHBOARD

KPIs per Funnel Stage\*

| PHASE (WEEK)   | OBJECTIVE                  | KPI                              | TARGET       | STRETCH | HOW TO MEASURE?            |
|----------------|----------------------------|----------------------------------|--------------|---------|----------------------------|
| BUILD (W1–2)   | Readiness                  | Creator contracts signed         | 4            | 6       | Internal tracker           |
|                |                            | Content pieces produced          | 8            | 12      | Content calendar           |
| LAUNCH (W3-4)  | Awareness                  | Total reach                      | 2M           | 3M      | Meta + TikTok analytics    |
|                |                            | Video view rate (3s+)            | 850K         | 1.2M    | TikTok + YouTube analytics |
|                |                            | Category page traffic uplift     | +20%         | +35%    | Google Analytics           |
| LAUNCH (W5-6)  | Consideration & Conversion | CTR on retargeting ads           | 2.5%         | 4%      | Meta Ads Manager           |
|                |                            | Email quiz completions           | 2000         | 3500    | CRM analytics              |
|                |                            | Cost per new buyer               | €18          | €12     | Platform + CRM data        |
|                |                            | Sell rate uplift                 | +10%         | +18%    | Catawiki internal          |
|                |                            | RGMV uplift vs prior period      | +15%         | +25%    | Catawiki internal          |
| SUSTAIN (W7–8) | Retention                  | Return buyer rate within 60 days | 25%          | 35%     | CRM analytics              |
|                |                            | Post-purchase email open rate    | 40%          | 55%     | Email platform             |
|                |                            | ALV trend                        | Stable or up | +10%    | Catawiki internal          |

\*Targets are directional assumptions based on comparable category-growth campaigns and should be refined using historical category benchmarks.

# PRIORITISATION

If resources or budget were limited — lead with what creates desire

## #1 bet: TikTok and Instagram creator content

The problem is desire formation. Creator content is the only channel that makes someone want something they weren't looking for, and it feeds every other channel downstream.

## What we'd cut first:

YouTube and Google Search. YouTube needs production budget. Search only captures existing intent, and our audience isn't searching yet. Both belong in campaign 2.

## The trade-off

Slower short-term conversion, which is acceptable. This campaign builds demand. Search becomes the right investment once desire exists.

### Budget split if limited:

| CHANNEL                     | % OF BUDGET |
|-----------------------------|-------------|
| TikTok + Instagram creators | 40%         |
| Meta paid social            | 25%         |
| Pinterest promoted          | 15%         |
| Email/CRM setup             | 15%         |
| Google Search               | 5%          |

### Sequencing if budget unlocks

|                                                        |
|--------------------------------------------------------|
| Month 1: creators + Meta + Pinterest                   |
| Month 2: add email/CRM and retargeting                 |
| Month 3: add Google Search once intent starts building |

# SUMMARY AND NEXT STEPS

One campaign. Two categories. One identity shift.

## OPPORTUNITY

The biggest untapped audience for Asian Art and Classical Art isn't searching for art yet. They're searching for what art solves. This campaign intercepts that latent demand before it becomes a search.

## CAMPAIGN

Owned by History. Every object has a life before yours. Unified concept, differentiated execution per category, built around desire formation not discoverability.

## BET

Creator-led awareness on TikTok and Instagram, feeding into a full funnel that converts curiosity into a first bid and a first bid into a collector.

## IN THE FIRST 30 DAYS I WOULD:



The background of the slide is a solid blue-grey color, overlaid with a pattern of stylized, light-colored leaves. These leaves are composed of numerous fine, parallel lines radiating from a central point, creating a fan-like or feather-like appearance. They are scattered across the frame, with some overlapping a large circular graphic in the center.

**THANK YOU**  
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