

Breaking the Mold with High-Impact Commercials

→ Standing Out in a Crowded Market

As a bootstrapped SaaS company creating a new category—Talent Intelligence Platform—[Loxo](#) faced a unique challenge. Their market is saturated with legacy solutions such as theATS, Recruiting CRM, and outreach tools just to name a few, but Loxo’s offering is fundamentally different. While word of mouth has fueled their early growth days, the company needed a marketing push to raise brand awareness and affinity, ensuring they were on their market’s radar when buying cycles began.

Instead of positioning Loxo as a “better” alternative to existing legacy solutions, they went bold: **high-quality TV commercials** that mixed humor with deep knowledge of their audience’s pain points. The result was a series of memorable ads that resonated with prospects and generated buzz.

The commercials, featuring Bigfoot and other humorous takes on recruiting pains, weren’t just ads—they were a statement. Loxo wasn’t playing by the traditional rules, and their market noticed.



Y Resourceful Execution with Limited Resources

As a bootstrapped company, Loxo didn’t have endless funds to throw at traditional marketing channels. Here’s how they made this campaign work:

✓ Budget Realignment

Instead of asking for more funding, the marketing team reallocated existing Google Ads spend, which had become inefficient due to rising CPCs and lower conversion rates. The decision to cut Google Ads funded the production of these commercials.

✓ Collaborative Team Effort

The campaign was a cross-functional initiative led by Loxo’s VP of Marketing, Head of Brand & Content, Demand Gen Manager, and freelance Head of Creative. The team brainstormed ideas before partnering with Video Brothers, a creative agency, to bring them to life.

✓ Strategic Repurposing

Over the following year, Loxo maximized the value of their investment by leveraging b-roll, stills, and other assets from the commercials across multiple platforms and marketing materials.

👍 Results That Speak for Themselves

Loxo’s campaign delivered measurable results across key metrics:

✓ Pipeline and Revenue Growth

- **46% QoQ increase** in inbound handraisers (demo requests and signups).
- **21% increase in pipeline generated.**
- **26% growth in closed-won deals.**

✓ Engagement Metrics

- Over **10 million impressions** across platforms.
- 1,000+ likes, comments, and shares.

✓ Customer and Prospect Feedback

- Customers organically shared the ads, proud to be associated with a company taking a creative approach.
- Prospects sought out Loxo’s booth at events, calling them “the Bigfoot company.”
- Dormant prospects re-engaged after seeing the commercials, leading to renewed conversations and deals.

Challenges and Solutions

✓ Budget Constraints

Rather than defaulting to traditional ad spend, Loxo's marketing team analyzed ROI across channels and reallocated resources to fund the commercials. This data-driven approach helped secure buy-in from leadership.

✓ Risk of the Unknown

Launching high-production commercials without guaranteed results was a calculated risk. By grounding the campaign in audience insights and leveraging humor, the team ensured the effort stood out and resonated.

★ Lessons for Marketers: Bold Moves, Big Results

1 Different > Better

In crowded markets, being "better" often gets lost in the noise. Taking a different, memorable approach can deliver disproportionate results.

2 Reevaluate Default Channels

Google Ads and similar acquisition channels may no longer deliver the ROI they once did. Regularly reassess their effectiveness and reallocate resources as needed.

3 Take Big Swings

True growth often requires calculated risks. By stepping outside the comfort zone and pursuing bold strategies, you can achieve transformative outcomes.

🚀 Inspiration to Take Forward

Loxo's campaign is a masterclass in resourcefulness and creativity. By reallocating existing budgets, embracing humor, and delivering a fresh take on marketing in their industry, Loxo stood out in a crowded space.

For marketers in similar situations, the lesson is clear: think big, trust your instincts, and don't be afraid to challenge the norms. The rewards of a bold approach far outweigh the risks, and Loxo's results prove it.

