

Case Study

Damstē

Damstē
ADVOCATEN | NOTARISSEN



Legal certainty in construction projects

Damsté positions itself as a legal partner that supports construction projects from contract formation through to completion. In a sector where stakes are high and risks accumulate quickly, legal certainty is essential rather than optional.

The campaign presents Damsté as a reliable guide that provides clarity and reassurance throughout the entire construction process.





Construction projects require legal control

Construction projects involve complex contracts, liabilities, and collaboration structures. Without clear legal guidance, delays, disputes, and financial risks are inevitable.

Many clients only become aware of legal bottlenecks once problems arise. The challenge was to reach this audience early and position Damsté as a partner that secures projects proactively.

From banner to **conversion**, at exactly the right moment.



Van contractvorming tot oplevering: Damsté borgt uw bouwproject.

[lees meer](#)

Damsté
ADVOCATEN | NOTARISSEN

Van contractvorming tot oplevering: Damsté borgt uw bouwproject.

[lees meer](#)



Damsté
ADVOCATEN | NOTARISSEN



Van contractvorming tot oplevering: Damsté borgt uw bouwproject.

[lees meer](#)

Damsté
ADVOCATEN | NOTARISSEN



Van contractvorming tot oplevering: Damsté borgt uw bouwproject.

[lees meer](#)

Damsté
ADVOCATEN | NOTARISSEN



Van contractvorming tot oplevering: Damsté borgt uw bouwproject.

[lees meer](#)

Damsté
ADVOCATEN | NOTARISSEN



Expertise communicated in one message

Techads developed display campaigns built around a clear, content-driven message: Damsté safeguards construction projects from contract formation to delivery. By focusing on expertise, trust, and continuity, the legal role was made tangible and accessible.

Through consistent visual assets, a recognizable face, and a clear call-to-action, display advertising was used to spark substantive interest and drive users toward deeper engagement.



Results

2.000.000
impressions

200.213
times Damsté Advocaten's
message was displayed on
FD.nl

6003
potential clients
converted

Kickstart your campaign.

Contact.



info@techads.nl



+31 (0)79-2033 074



Heerbaan 14, 4817 NL Breda



**“Invest in technology, before
your competitor does.”**

Eduard Nandelall
CEO