FURNITURE LOUNGE:
"THE STORY BOOK"

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AGENDA

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INTRODUCTION

Grab a seat.

Not just any seat, but a seat from the peole who know their seats. A seat from the Furniture Lounge.

Furniture Lounge is both a love of vintage and a relief from the ordinary. It is where creativity and elegance merge. And where artwork and hard work are inseperable.

So gather around for the story of Furniture Lounge. It is a story that is often overlooked, but will soon be cherished by many. Our storybook entails a plan for growth in awareness so that people will think twice the next time they reach for their seat.

BRAND OVERVIEW

Furniture Lounge is a local store with all things mid-century modern. Located in the heart of downtown Champaign, Furniture Lounge is filled with unique gems; vintage furniture, artwork, clothing, and records from a past era. It is truly a “one stop retro shop”. The owners, Amanda and Scott, began the store in 2002 as a general furniture consignment shop, and soon after switched to specializing in mid-century modern items. **Furniture Lounge capitalizes on two growing trends: vintage styled items and resale shopping**. After moving three times in the past few years, Furniture Lounge is ready to settle into the new location and is seeking a stronger base of awareness in the Champaign-Urbana community.

While the emphasis of Furniture Lounge has previously been on its repeat and loyal customers, Furniture Lounge currently has **the opportunity to focus on expanding its customer base**. In the past, Furniture Lounge has utilized social media platforms and direct mail marketing to specific customers. Now, Amanda and Scott are ready to step into the world of today’s advertising, launching a strategic integrated campaign. Ultimately, Furniture Lounge will be able to boost awareness in the minds of the Champaign-Urbana community.

TARGET

graduate students

young adults who want to start building funiture collection

shifting from temporary residence to permanent home

willing to spend on valuable pieces seeking unique items that are separate from mass-market mentality of campus

practical

international students

students who want tangible tastes of America

interested in exploring the culture

seeking authentic American experience and desire to learn local secrets

open-minded

vintage appreciators

already possess an interest for vintage

shop at variety of stores, not vintage exclusively

believe that items are external representations of themselves

quirky

a day in the life of... the ultimate consumer



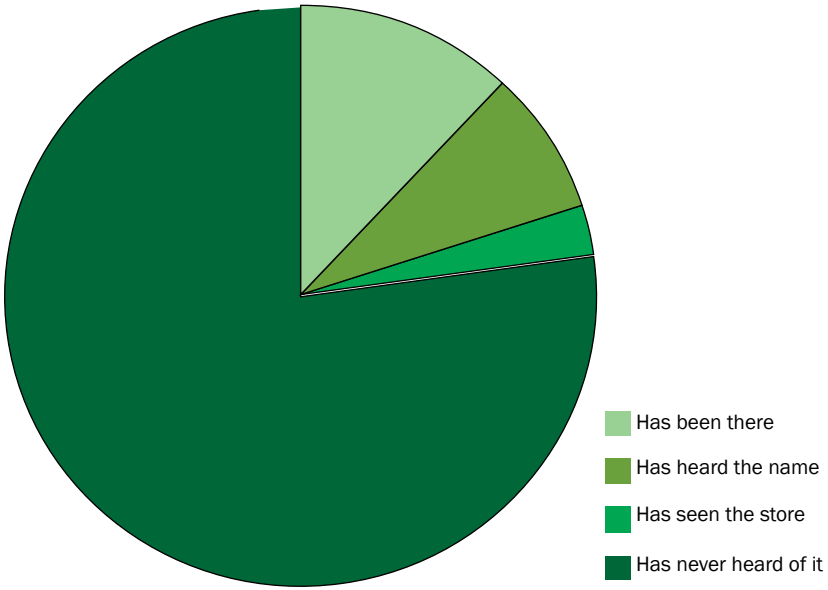
Meet YooNa Tan, a 22- year-old graduate student from South Korea, with an appreciation for vintage items. She is currently studying Accounting and living in an apartment in downtown Champaign. This is her typical Saturday:

9:00am Wakes up; alarm clock plays Amy Winehouse and Adele
9:30am Walks to meet a friend for breakfast at a local cafe
10:00am Meets group at library to grade students' papers, breaks are filled with discussion around favorite blogs
1:30pm Drives with her roommate to purchase weekly groceries
2:00pm Makes a quick stop to pick up a cupcake from "Cream and Flutter"
2:30pm Walks around downtown Champaign; in and out of local stores encountering several OOH advertisements along the way
3:00 pm Hops into Dandelion for a brief look at clothes, purchases more than she intended. She loves vintage items because her dad loves Marilyn Monroe.
5:00pm Makes dinner: vegetarian stir-fry with the cupcake from "Cream and Flutter"
7:00pm Attends a show at the Art Theater with her boyfriend
11:00pm Comes home to finish up her homework and catch up on episodes of her favorite show, "New Girl"

RESEARCH
PRIMARY: TARGET

100 University of Illinois students were surveyed to further investigate the awareness of Furniture Lounge on campus. Of those surveyed, 69% were undergraduate students and 31% were graduate students. Also, 11% of those surveyed were international students.

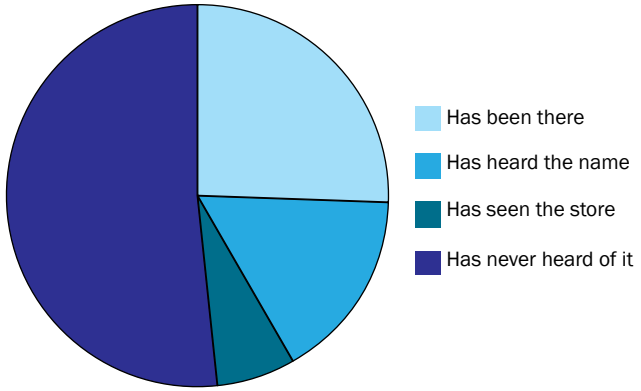
FAMILIARITY WITH FURNITURE LOUNGE



As seen above, **77% of respondents, an overwhelming majority, are unfamiliar with the store.** Only 12% of respondents have ever been to Furniture Lounge, while 8% have heard the name and 3% have seen the store while in Downtown Champaign. **The initial advertising goal of Furniture Lounge must be to increase awareness.** In order for consumers to make purchases or give items for resale, Furniture Lounge must first increase the numbers of those who are familiar with the store.

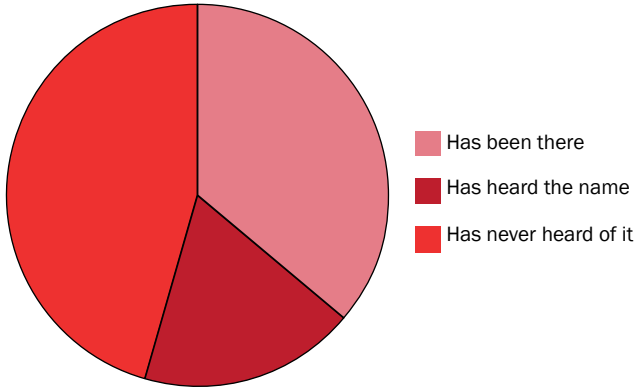
While only 23% of respondents had familiarity with Furniture Lounge, one particular trend stood out. **A significantly large percentage of Graduate and International students had familiarity with Furniture Lounge.** This confirmed that our campaign's target market was strategic and valid.

GRADUATE STUDENTS



Almost half of Graduate students surveyed responded that they were familiar with Furniture Lounge, and a quarter of them said they had actually been to Furniture Lounge previously.

INTERNATIONAL STUDENTS



Over half of International students surveyed were aware of Furniture Lounge; and more than a quarter had been to the store.

RESEARCH
SECONDARY: TRENDS

vintage is in

Hit TV show, Mad Men, is bringing back mid-century modern clothing and furniture into style

1960s style clothing line designed by Mad Men's Emmy award-winning costume designer Janie Bryant and clothing designer Trina Turk "helped Banana Republic post its best first quarter sales ever."

Newsweek magazine published a March issue in the style and layout of the 1965 version of the magazine

(Forbes and Newsweek)

Furniture Lounge:

the unique combination of these two trendy factors

resale is on the rise

In the past, resale denoted poverty. Now, not only is it trendy and stylish to buy on a budget, it is a desired quality.

Many consumers of the Millennial demographic have grown bored of mass produced items.

This offers opportunities for resale shops so consumers can purchase something original, unique and authentic

(USA Today and Time Magazine)

OBJECTIVES

1. raise awareness by 30% + gain wider client base within target audience

branch out:

move from few relationships with current shoppers to more relationships with all three segments

come to us:

get consumers to come buy and sell to us instead of having the need to go to them

2. create a memorable brand image

step inside:

encourage window shoppers to come inside the store to shop

COMPETITION

copasetic consignment

- Competes for share of re-sale furniture.
- Mission:“We sell beautiful, high-quality, gently used furniture and home accents at affordable prices. We carry an eclectic mix of vintage and contemporary pieces.”
- Daily posts on Facebook including displays of furniture
- Up to date website with contact information, but no online catalogue
- Promotions include discounts for University of Illinois faculty and students, as well as seasonal discounts.

habitat for humanity

- Competes for donations from consumers, and accepts all types of donations. Furniture must be upholstered and visibility clean and free of stains.
- Very active on Facebook with daily posts and over 1,000 “likes”.
- Frequent in-store sale whenever inventory is overstock.
- Advertising in the news gazette, usually coinciding with holidays. Also advertise in fliers.

dandelion

- Competes for share of vintage and used clothing
- Bare website with few links and no online catalogue
- Active on Facebook with daily posts, and display photos of seasonal clothing using Instagram application.
- Online reviews recommend it as a place for costumes
- Sale for jewelry right after Halloween. Discount on Christmas sweaters during winter
- Ads in the Daily Illini and Buzz newspaper

carrie’s fabulous to funky

- Competes for sale of home décor and home furnishings.
- Very little activity on Facebook
- No active website
- Based on interviews an online reviews, poor customer service
- Sales all throughout January every year
- Ads in the News Gazette

STRATEGY

The “Find the Story” campaign in Champaign-Urbana serves to differentiate the brand from its direct competitors in the local area. Through social media, outdoor, non-traditional marketing, promotions and events, out of home usage, and in-store/online recommendations, the advertising efforts are intentionally integrated with one another. The ultimate goal throughout is to raise awareness while creating a memorable brand image, granting Furniture Lounge the potential to increase customer loyalty.

After surveying 100 graduate students, undergraduate students, and international students, 77% of survey respondents had not heard of Furniture Lounge before. Though not many were familiar with the store, a large percentage of those who were familiar were graduate and international students. In gauging how many people have been to Furniture Lounge, 25% or more of the survey respondents in each demographic confirmed that they had visited. This suggests a strong opportunity for Furniture Lounge to increase its awareness among three segments: graduate students, international students, and vintage appreciators (including undergraduate students). The growing trend in the rise of both the vintage style and resale and the thriving vintage shopping scene in the Champaign Urbana area will allow Furniture Lounge to differentiate itself from the local competition.

STRATEGY

Furniture Lounge is the place for open-minded, quirky, and practical explorers who reside in the Champaign Urbana community. Because these individuals tend to view the University of Illinois as a bubble, they are itching to get out. Furniture Lounge provides **an escape from the mainstream and mundane** by offering one-of-a-kind home furnishings. From vintage clocks to Illini earmuffs to time-in-a- bottle earrings, these items bring the pure joy of vintage shopping to life. Changing inventory keeps the store exciting and enables shoppers to find things of their **past, present, and future**. Whether exploring alone or with others, Furniture Lounge guarantees a worthwhile experience and an opportunity for walk-ins to walk out **holding a new story to share**.

"**Sharing a story**" **is the message** Furniture Lounge should embody in order to establish its brand image and set itself apart from its local competitors. After several afternoon visits to the store, existing clientele and Amanda and Scott confirmed that Furniture Lounge always offers **intriguing** home furnishings and an **inviting** atmosphere. Furniture Lounge is like **a secret hideaway** and customers love exploring the store. They possess a "finder's keepers" mentality, eager to find items that resonate with them. Also, in-store observations and interviews with customers led to the insight that people shopping for home furnishings value relationships, preferring to shop with others rather than alone. Furniture Lounge fosters peoples' desire to share their experience and the objects they buy with others. Though these insights were considered as core ideas, ultimately **"Find the Story" was chosen as the campaign to deliver the message** because this had the most potential to increase awareness and customer loyalty by the desired goal of 30%.

The integrated campaign captures both broad and niche markets, dedicating extra attention to areas where niche markets are concentrated. It also recognizes the clients' need to get customers to buy and sell. Some advertising efforts (door-hangers placed in campus housing that lead up to an on-campus yard sale and MTD "bookshelf trap door" decals) are intended to gain mass awareness; however, the social media plan, non-traditional "Finder's Keepers" challenge, and holiday sale will increase foot traffic among new and old customers in the store. The spring-cleaning in-store event combined with the spring-cleaning Facebook Furniture Feature Story will attract new and old customers to sell their furniture. The end of one story is the beginning of another.

Through the core idea of sharing a story and its integration of every media platform, the hope is for U of I vintage appreciators, graduate students, and international students to recall Furniture Lounge as **the one-stop-shop that sells stories**, not just objects for the home.

CONSUMER CONTACT SOCIAL MEDIA

"find the story"
facebook integration

purpose:

move static "likers" to engagers

Complement all other advertising efforts through Facebook as an effective way of keeping target engaged and interested.

We want to facilitate conversation on the Furniture Lounge page by encouraging users to publish their own comments. Users will get involved by sharing their own stories surrounding the pieces Furniture Lounge offers. Use Instagram for all image uploads to add a vintage vibe to photos.

why it works:

We want to penetrate platforms where target— vintage appreciators, international students, and graduate students— consistently spend their time. Our target is always on Facebook: both at home and on the go.

Facebook is visual and easy to use; offers the capability to upload images and publish content within seconds.

furniture feature story of the week:

1. Post an image of a new arrival and pose the question: "what do you think the story is behind this piece?"
2. Users will comment with their unique ideas.
3. Incentive— comments with the most "likes" will win a gift card.
4. Continue the conversation by regularly posting new images.

finder's keepers challenge:

1. Announce the challenge via status.
Example status: "Attention UIUC students! Are you up for a fun Finder's Keepers challenge? We have scattered 6 stellar vintage pieces around your campus. Can you find them? Show us what you find by uploading a photo to our Facebook page! After one of you posts a photo to our page, we will share the story that goes with it! Check back to see the full story, when all 6 are found! And, boy, do we have a big reward for you—a Holiday Sale!"

2. Post status to signal completion of challenge.
Example status: Congratulations, Story-finders! Together, you successfully found all 6 objects around campus and completed the story. Thanks for participating! Big Reward: Upcoming Finder's Keepers Holiday Sale in-store! Stay tuned for more info."

spring cleaning:

Post statuses encouraging people to sell:
Example status: "In-store Spring Sale will be April 15! Ready to part with some vintage furniture? Post an image of your piece and its story. The end of one can be the beginning of another :)

This generates awareness and interaction with people who want to buy and sell their pieces. Segues perfectly into Spring Cleaning promotion in April.

CONSUMER CONTACT PROMOTIONS & EVENTS

promotions

what: Fall door hangers

where:
Distribute to apartments and dorms on campus

why:
Creates general awareness in the right place at the right time. Door hangers welcome students back to campus at a time when they are either moving into a new space or making an old space new. A home is a place where they value Students don't necessarily know what Furniture Lounge offers, but now they have an opportunity to find out and buy something new. Use this promotion as a platform to gain Facebook "Likes." Launch in conjunction with Facebook "Find the Story."

what: Spring door hangers

where:
Distribute to apartments and dorms in previous promotion

why:
Creates general awareness in the right place at the right time, again. Doing this promotion in conjunction with the Facebook Feature Story encourages consumers to interact both online and off. This promotion will serve as reminder advertising from the fall.

events

what:
Fall on-campus Yard Sale

where:
High-traffic area: Daniel & Wright, on-campus park

why:
Bringing Furniture Lounge's pieces to students is convenient, especially because students do not venture off-campus as much as they would like to. Students will attend this event for fun exploration, so purchases will be based on objects that intrigue and resonate with them. While the event welcomes everyone, those who will flock to it fit into our segments. This is an opportunity to distribute business-card magnets to these students as reminder advertising. "Like Us on Facebook!" will be included to capture this target online, as well.

what:
Spring Yard Sale

where:
In store

why:
In conjunction with the "Find the Story" campaign on Facebook, this event focuses on consumers selling their "stories," to meet the objective of easily gaining items to re-sell.

what:
Finder's Keepers Holiday Sale

where:
In-store

why:
External motivation for Facebook fans to complete the Finder's Keepers Challenge in December

CONSUMER CONTACT WEBSITE & IN-STORE

website

Brand the website with a backbone of sharing stories. Divide site ino four segments: “Our Story” includes bios of Amanda and Scott with a story behind their favorite vintage pieces, and a mission statement. “Find a story” includes what’s in-store and what’s in the warehouse. “Sell a Story” includes information about how consumers can sell their belongings for re-sale purposes, and lastly, the “Share a Story” tab highlights customer reviews, questions, and discussion.

Why: Storytelling is at the core of your business, and your website is a significant part of that business.

in-store

Guest Book: Record Your Story

Why: Gives consumers an opportunity to share their excitement or get inspired by the pieces they purchase. Provides a way to share reasons behind Furniture Lounge purchases. Example: YooNa Tan, Vegas Clock, Gift for my dad because he loves gambling, and we have gone on several family vacations to Las Vegas

Window Displays: Create a Scene
Example: During back to school season, set a scene of a college student study lounge. Investing in a mannequin will provide the option to display the clothing and accessories you provide.

Why: Staying consistent with the “Find the Story” campaign will help grab the attention of passers-by and encourage them to take a step inside to explore.

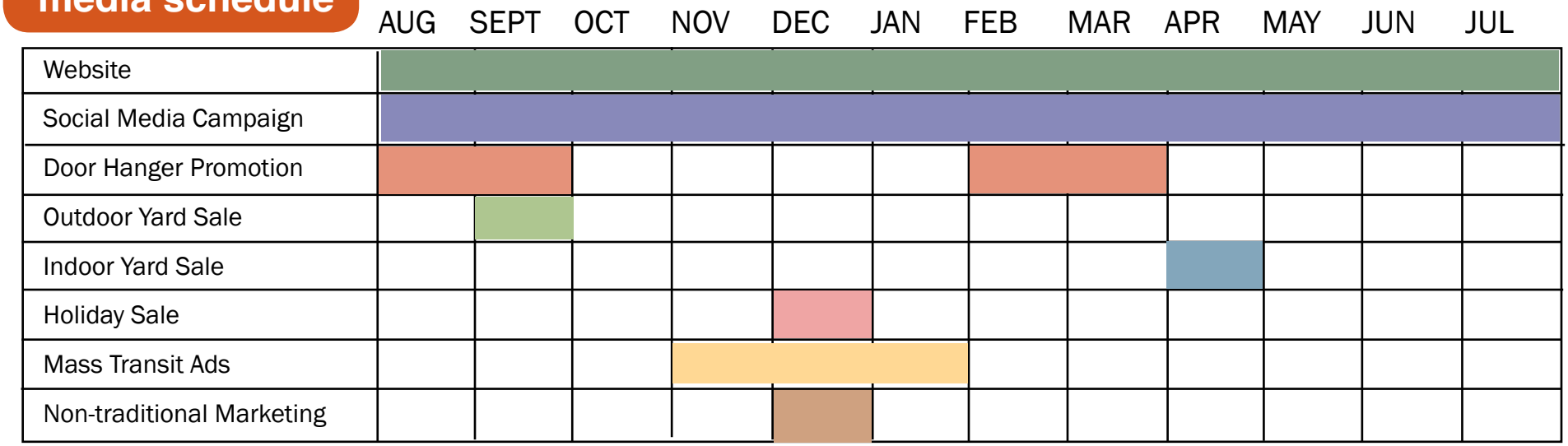
New set of business cards

Why: Utilize these to make shoppers aware of new website and Facebook page. It is important to raise awareness of the ware-house to people who are already buying from the store.

see appendix for visuals

MEDIA SPENDING

media schedule



budget plan

Item	Quantity	Price
Door Hangers	1,000	$110
Magnets	200	$100
MTD Ads	6	$450
Story Boards	6	$135
Business Cards	1,00	$35

social media : magnified

AUG
SEP
OCT
NOV

"FIND THE STORY"
with Furniture Feature of the Week

DEC

Launch Facebook "Finder's Keepers Challenge"

JAN
FEB
MAR
APR

"SPRING CLEANING"
with Furniture Feature Story of the Week

MAY
JUN
JUL

Maintain a stable online brand presence

EVALUATION

they like us

Furniture Lounge is an incredibly likeable store. Once more people are aware of it, Furniture Lounge will see an increase in Facebook likes. Furniture Lounge is such a fun and quirky store and once visibility increases in the community, interaction within the online community will increase as well.

survey says

Our survey highlights the awareness of Furniture Lounge, among other stores in Champaign, as well as more insight into our target audiences: Graduate students, International students and Vintage Appreciators. The Furniture Lounge intern would be responsible for re-sending out the survey to UIUC students 6 months after advertising efforts have begun. Our hope is that there will be a significant increase in awareness within these groups.

sign my guest book

The Guest Book will be a fun, cheap, and easy way to gauge the growth of consumers' appreciation for Furniture Lounge. Our intent is that with increased advertising, a more diverse group of customers will enter the store and leave with fantastic vintage items to add to their home collection.

show me the money

While not a primary objective, a rise in sales is a simple way to evaluate the success of advertising efforts. The initial step is to increase awareness and once this is accomplished, the return on investment from advertising and promotional measures will be apparent through an increase in store traffic and in sales.

CONCLUSION

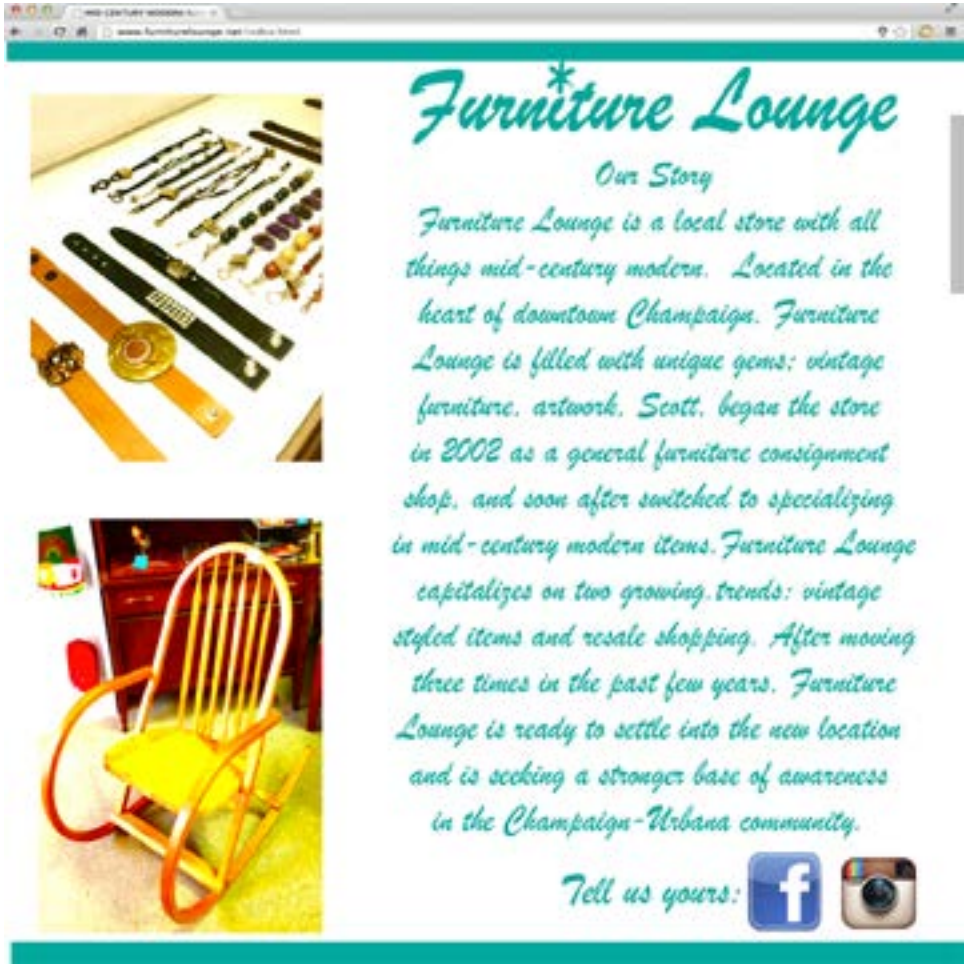
Through this storybook, Furniture Lounge will remain timeless, not only because of the unique services and products it offers, but because it will become an essential part of the community's story.

Just like that story you want to keep re-reading, Furniture Lounge is a place you want to keep going back to.

appendix

CREATIVE WEBSITE





CREATIVE



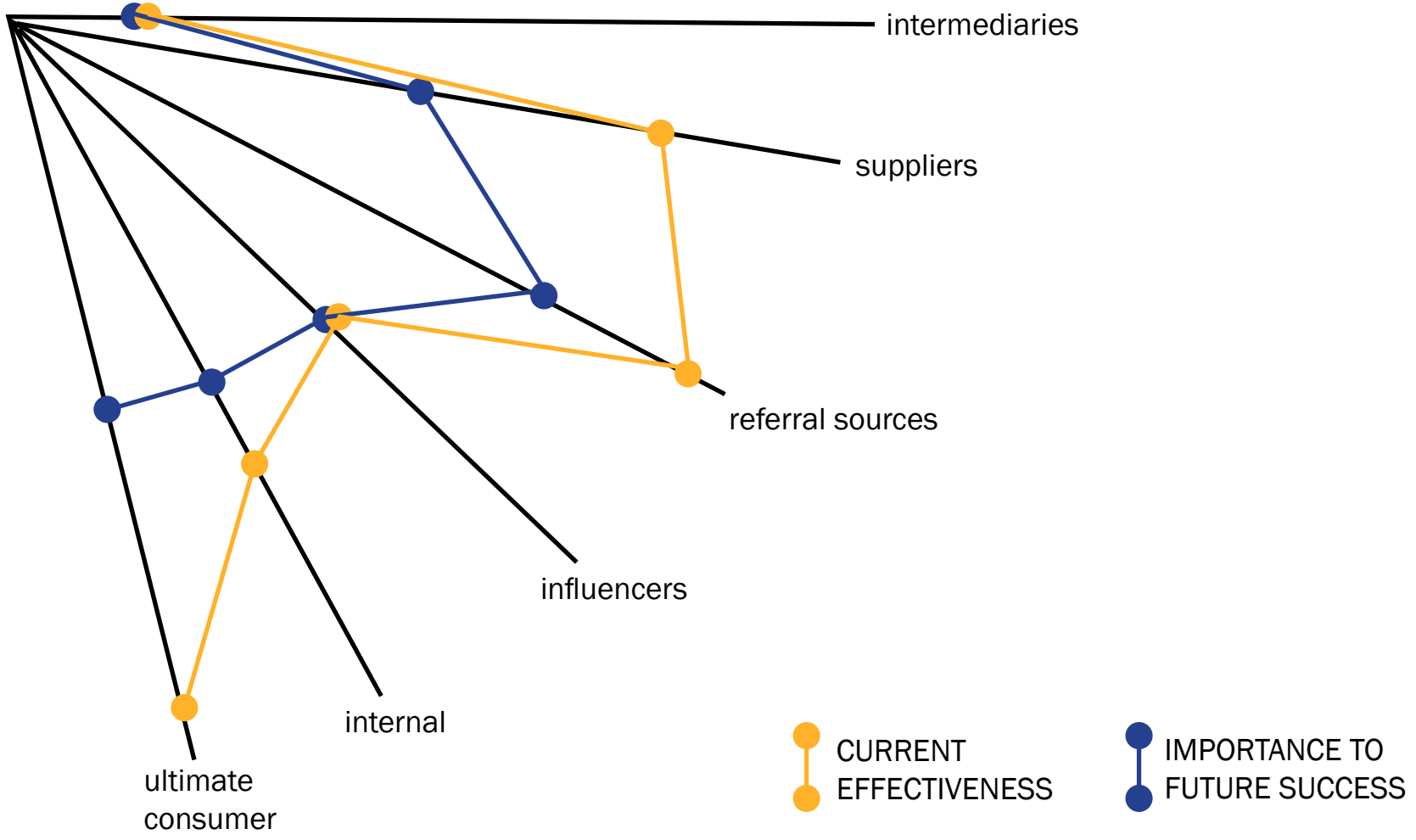


ROCKING CHAIR STORY

"I am not made in China. Though I was not cranked out of a sweatshop, I was still crafted with plenty of sweat and tears. He built me on a crisp November evening with a coarse blanket of sandpaper draped around me. I thanked him by holding those same elbows whose grease made me. For months he would gently rock back and forth all day with a grandchild on either leg. And when his bones were too tired to keep rocking, he entrusted me with his son, where I would start a new chapter at a new home."



GAP ANALYSIS



BRAND DNA

BRAND VISION: HAVEN FOR DISCOVERING ITEMS OF INTRIGUE

OPPORTUNITY IN THE MARKET: Other resales are tied to stigmas of tackiness, but we offer functional vintage items of quality and rich history

TARGET: Graduate students, International students, Vintage Appreciators
INSIGHT: Expressing individuality while experiencing retro culture with others

KEY SOCIETAL TREND: Conformity; other stores monopolize one fashion type, leading to uniformity

PRODUCT ATTRIBUTES: Authentic home furnishings and clothing; one-of-a-kind pieces

FUNCTIONAL BENEFIT: Conversation starters, external representation of self

EMOTIONAL BENEFIT: Nostalgia, self-satisfaction

BRAND ESSENCE: Your hidden gem
Mindset— finder's keepers

KEY DIFFERENTIATOR: subtle sophistication

BRAND VALUES: Affordable quality, relationships, community

BRAND SYMBOLS: bookshelf trap door

BRAND PERSONALITY: inviting, charming, inspiring, down-to-earth I **archetype: explorer**

THINGS WE MUST ALWAYS STRIVE TO INCLUDE: Enjoyment in the shopping experience, a story behind the pieces

THINGS WE MUST NEVER DO: Be department-store-like, mainstream, complicated

ENGAGEMENT BRIEF

what is the reason for the brief?

Every individual has a different reason for purchasing a signature Furniture Lounge piece; and each piece functions as an external expression of self.

what are the measurable objectives?

Increase awareness among graduate students, vintage appreciators, and international students by 30%.

what is the insight or opportunity presented by the category?

People are bored of mass production, which has little differentiation or individuality. The target wants to go beyond the campus bubble to find unique, intriguing items because they value exploration.

awesome idea: sharing a story

what facts do we have to support our strategy?

With rise of social media, people are accustomed to publicly sharing information and their "stories."

Nationwide chain furniture stores produce thousands of the exact same product every year. Furniture Lounge gets new, unique inventory every day.

43% of those surveyed describe vintage shopping positively with words such as "unique,"" "heritage," "ecclectic."

insightful description of targets and their relationship to the service:

Graduate students — young adults who want to start building their furniture collection. They are shifting from a temporary residence to a more permanent home and are willing to spend on valuable pieces. They want unique items that are separate from the mass-market reality on campus.

International students — students who want tangible tastes of America. They are interested in exploring the culture, but do not just want to be superficial tourists. They want an authentic pop-culture American experience and want to learn the local secrets.

Vintage appreciators — those who already have an interest in vintage but do not shop at vintage stores exclusively

BRAND COMPASS



TONE OF VOICE













WORD CLOUD

how would you describe your home?



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thank you