

**All EARS Agency**



**Decorá:**

A Simplified Experience



**Elizabeth Willard, Anna Hosfeld, Reece Dennison, & Sydney Emerman**

Professor Paul Palmer, BUS-M311

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## INTRODUCTION

Masterbrand is the number one cabinet manufacturer in North America with 24 easily accessible manufacturing facilities and a wide variety of cabinetry brands to choose from. From a designer's perspective, Masterbrand is exceptionally appealing as a result of their experience in the cabinet industry and extensive brand portfolio. With that said, designers are inclined to work with Masterbrand, but with so many brands to choose from, what makes a designer more likely to choose Decora? We could talk all day about the trends, beauty, and high quality of Decora cabinetry (all of which are true), but this still will not tell designers what they really want to hear. What designers truly care about is if the cabinetry brand is going to make their job as easy as possible by simplifying the process of selecting, purchasing, and completing the cabinetry remodel. With that in mind, we are proposing that Decora follows our integrated marketing campaign that adapts to the needs and wants of the target market, and therefore will persuade designers to choose Decora over the competing premium brands.

In order to differentiate Decora from other premium brands and the rest of Masterbrand's portfolio, we will emphasize the simplicity and ease of working with Decora. By streamlining the designer's interactions with the brand, we will deliver a premium experience that mirrors the premium quality of the cabinetry. In this marketing campaign, we will emphasize that Decora will do the hard work for the designer so that their jobs are easier, and their customers are happy. With this simplicity in experience, we will distinguish Decora from their competitors in order to increase sales and build brand loyalty for the luxury cabinetry brand.

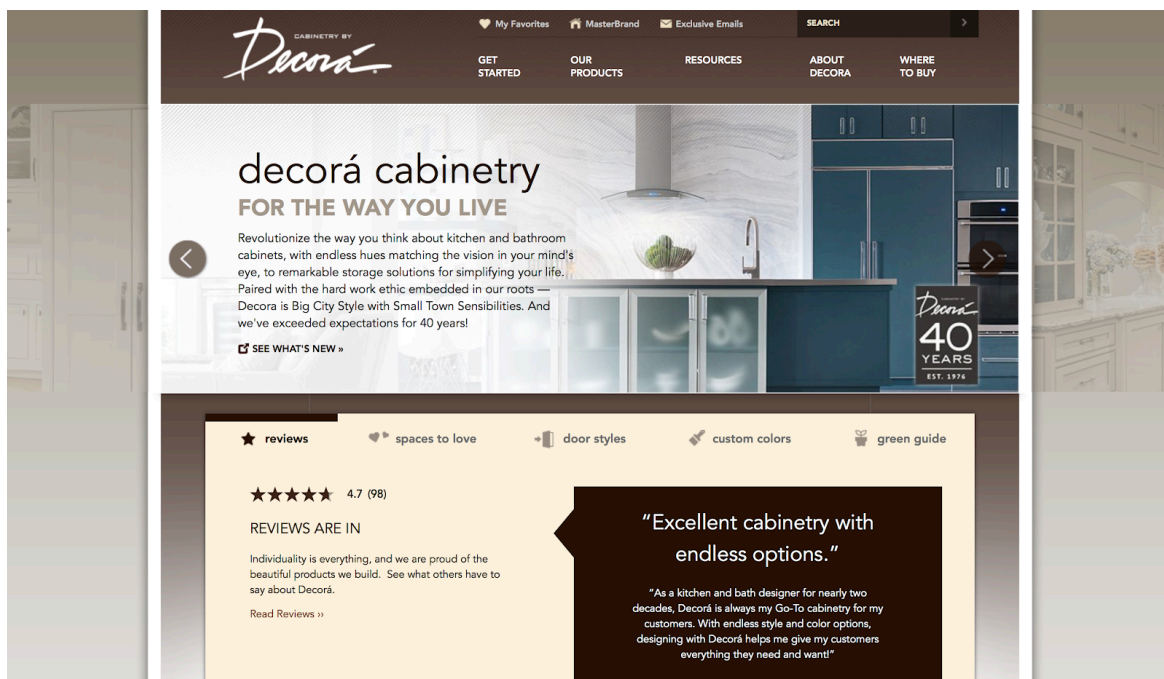
In order to implement this strategy, we will utilize tactics including updating the company website, creating a modern mobile app for designers, building a strong social media presence, and increasing the effectiveness of designer's in-person experience with the brand through branded events and in-store marketing.

## ONLINE EXPERIENCE: WEBSITE

To view the live site as discussed in the following pages,

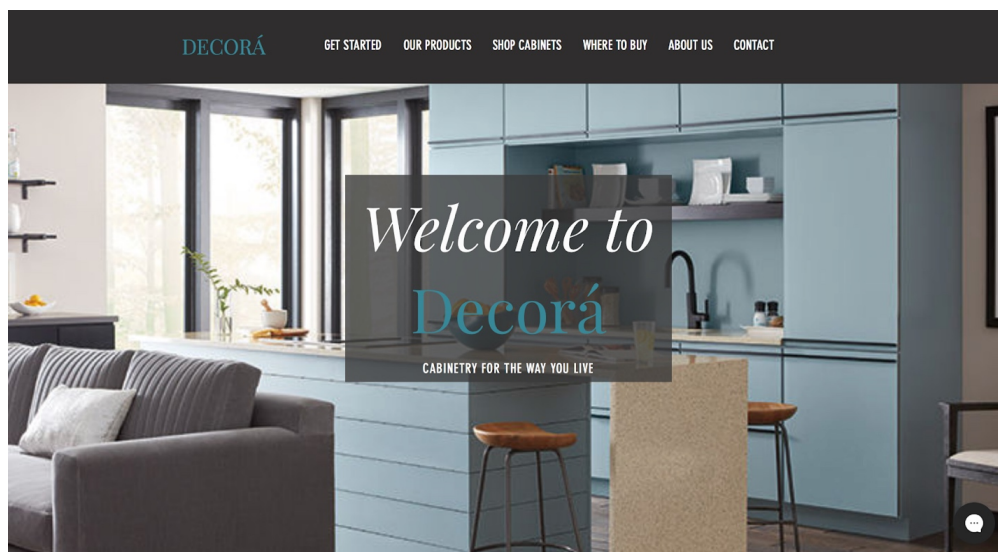
visit <https://annahosfeld.wixsite.com/masterbrand-decora>

When a designer is interested in learning more about Decora, the first thing that they do is visit the website. As of right now, the website is exactly what is preventing designers from choosing Masterbrand Decora in the first place: it is cluttered, old-fashioned, confusing, and not tailored to help them with their work to serve their clients. The original website lacks the elements that are critical in implementing an effective internet presence. This website does not cultivate a strong brand image, it does not clearly highlight special features about Decora, and it does not encourage engagement as a result of its disorganization. Therefore, we are proposing that Decora creates a completely new website that is targeted towards designers in order to simplify the online user experience and overall brand experience. If the designers are satisfied with their experience on the internet, then they will be satisfied with the rest of their experience with Decora, and therefore they will be more likely to continue to utilize the brand in the future.



## HOME PAGE

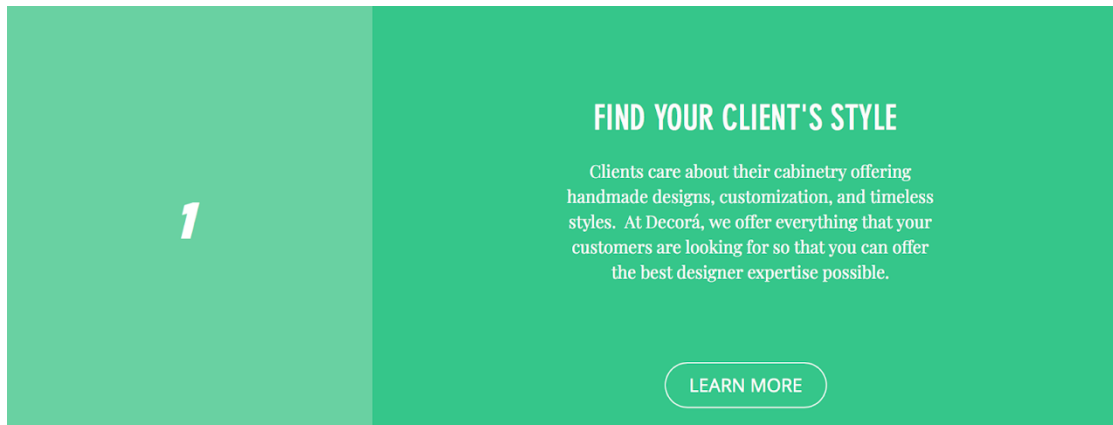
Decora needs their internet presence to mirror their high-end brand image in order to convince people that purchasing the premium brand is worth it. To do so, we start on the new website with a simplified visual design. First, the context of the website is changed as the design is modernized to fit today's trends and Decora's diverse, contemporary product offerings. The Decora logo is assigned a font: Playfair Display, that highlights the elegant yet fun personality of the brand. Along with a new color scheme full of teal blue hues that match the new colors offered on their cabinetry. The colors in itself are a unique selling proposition, so it is crucial that we accentuate the value in these colors. The home page of the original website is cluttered with distracting blogs, reviews, and a slideshow that makes it difficult to understand what Decora is all about or what they do. With that said, in order to simplify the home page to clarify what the brand stands for, this page only states "Welcome to Decora," complete with the tagline, "cabinetry for the way you live." This simple statement is placed on an image of a kitchen finished with beautiful Decora cabinetry painted with a shade of their exclusive teal blue. Already, with just the home page, the designers feel more welcomed into exploring the website. We are simplifying the message directed towards the viewers that Decora is a luxury cabinetry company with beautiful colors, customization, and adaptability for the audience.



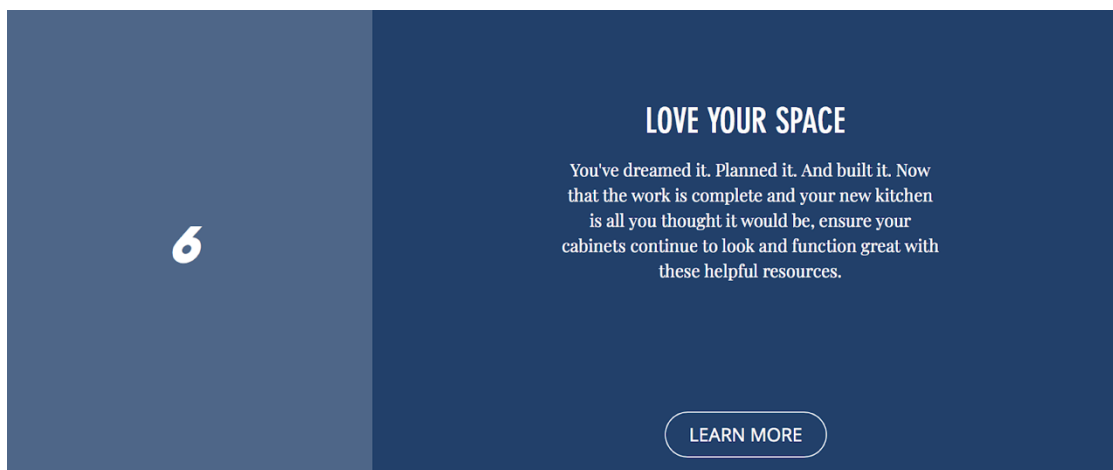
## LAYOUT

In regard to the content of the website, we removed a majority of the information that was included in the original website. With too many elements, the website was distracting and confusing to use. This poor user experience lowered the brand image, and made users believe that if Decora cannot make a simple, intuitive website, then working with them will be too difficult and not worth the hassle. In order to prevent these kinds of assumptions by designers, the new website is organized into six sections: “get started” with subpages for designers and customers, “our products” with subpages for kitchen bathroom and around the home, “shop cabinets,” “where to buy,” “about us” with a “how it’s made” subpage, and a “contact” page. These tabs are clear enough that the process of finding what you need and viewing the website is simplified and easy to follow. Each tab includes clear content that is relevant to the viewer, and appropriately placed so no one will have to click ten times through six different pages just to find what they are looking for. For example, the tab “get started” is intentionally divided into two tabs for designers and for customers. Each subpage clearly states step by step instructions on what to do if you are looking for cabinetry, and the separation of the subpages makes it clear as to what content is meant for whom. This website will be designer focused, but we will include this specific section for customers so that they know the steps that they will take with their designer when working with Decora. Within these instructions, there are links to more information or other pages within the website so that the viewers are not overwhelmed with too many words and options. This simplicity is also demonstrated in the “about us” section as it includes short paragraphs outlining what Decora cares about and prioritizes in their work. This section may help a designer decide if they want to work with the company or not, so it is important that they can visualize what working with Decora would be like. The “about us” section also has a subpage called “how it’s made” that gives deeper insight in the form of photos and a video into how Decora operates.

For the Designer:



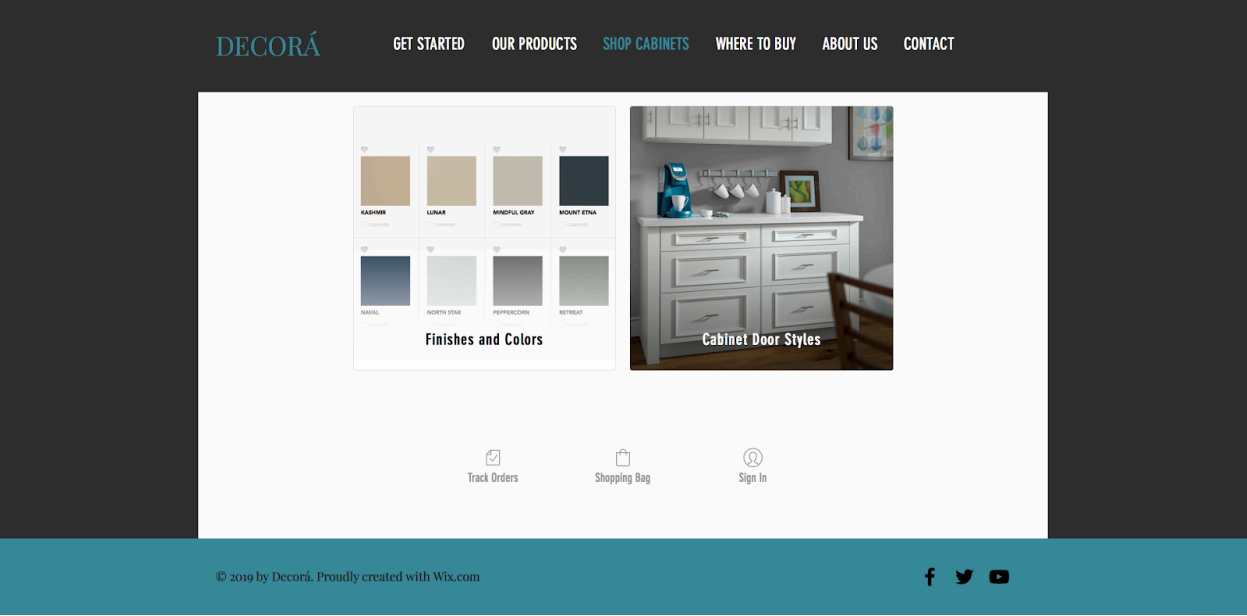
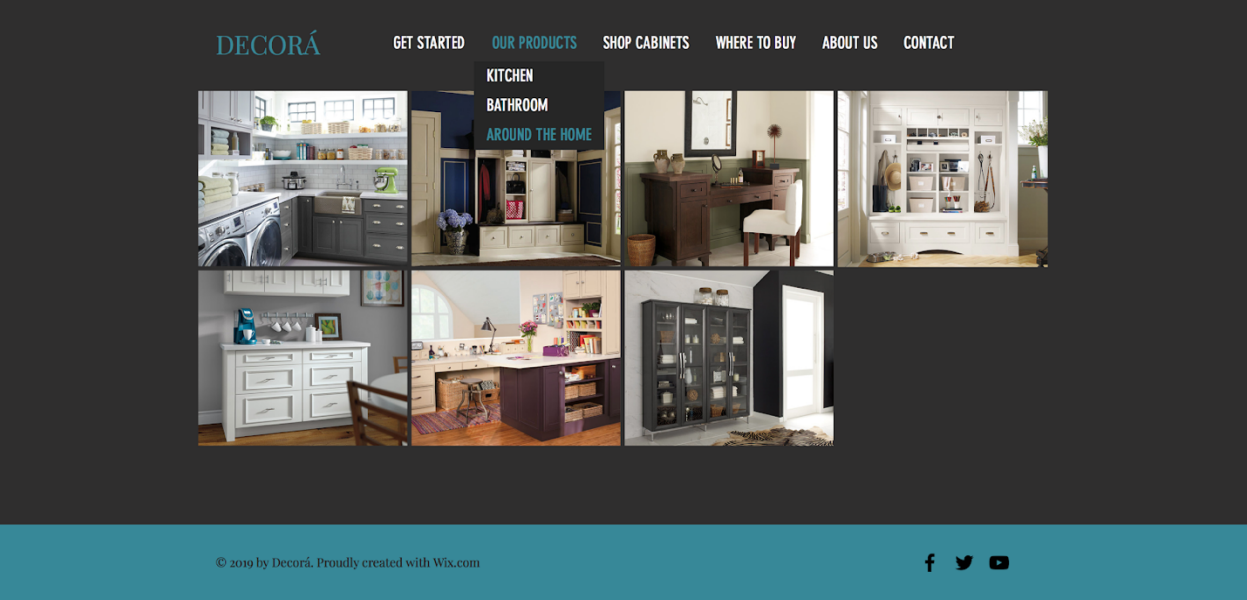
For the customer who is remodeling their home:



## CONTENT

When constructing this new website, it is important to consider other elements of what maximizes the potential of the marketing strategy within the internet medium. The first element is commerce, which is utilized in the “shop cabinets” section where website visitors are able to shop for the specific types of products that they are looking for. This section has been simplified from the original website by organizing the product types in a comprehensive manner. In the current website sample that we created, not all options are listed since we were limited by the free version of the shopping application within the website creator. However, in the final website, viewers will first choose between browsing finishes and colors, door style, embellishments, or creative compartments. These sections will then open to view all of

the options within these categories, along with filters specific for each section. Within door style, they will be able to filter between material, shape, and inset/overlay. And within the embellishments section, people will be able to filter between cabinet knobs, cabinet pulls, stove hoods, decorative cabinet feet, corbels, framed mirrors, and cabinet legs. And on the creative compartments section, shoppers can view various types of unique storage options in their cabinetry by filtering by drawers, overhead compartments, corner cabinets, wine shelving, food storage, and pots/pans storage. Since Decora offers this wide array of products, it is valuable to feature all of these options on the website, but showing off these options will only be effective if they are presented in a simple, organized manner. This new layout will encompass Decora's extensive product offering while streamlining the shopping and browsing process for the designer. This idea also fulfills the element of customization on the website, where designers are able to personalize the type of cabinetry to view based on all of the options listed above. By allowing viewers to easily see the wide variety of Decora products, they will be more inclined to purchase cabinetry if they are able to visualize their personalization options. Additionally, in order to include elements of customization as well as incorporating a sense of community, the new website contains an "our products" page that allows viewers to conveniently explore photos of homes that have been remodeled with Decora cabinetry. As a result, designers can use these images as inspiration for their clients and as a portfolio to illustrate to their clients what their home could look like with the beauty of Decora. Lastly, in an effort to cultivate connection and communication between the website visitors with Decora employees, and designers with their clients, we have created a contact page. This contact page simplifies a designer's work by allowing for a streamlined relationship between the designer, their clients, and Decora.



DECORÁ

[GET STARTED](#)[OUR PRODUCTS](#)[SHOP CABINETS](#)[WHERE TO BUY](#)[ABOUT US](#)[CONTACT](#)

HOOSIER WINSUPPLY COMPANY

1928 W Arlington Rd  
Bloomington, IN 47404  
812-822-3533

If you would like to view these products in person, come visit a store near you that offers our exclusive Decorá cabinetry.

MapSatellite

Hoosier Winsupply Company

Directions

GoogleMap data ©2019500 mTerms of UseReport a map error

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[f](#)[t](#)[v](#)

DECORÁ

[GET STARTED](#)[OUR PRODUCTS](#)[SHOP CABINETS](#)[WHERE TO BUY](#)[ABOUT US](#)[CONTACT](#)[HOW IT'S MADE](#)

The Nature of Decorá Cabinets

▶

Play Video

9

DECORÁ

GET STARTEDOUR PRODUCTSSHOP CABINETSWHERE TO BUYABOUT USCONTACT

CONTACT

Reach out to a designer, and let your remodeling dreams begin!

Name

Email

Phone

Message

Send

GET IN TOUCH!

(812) 482-2513  
1491 S Meridian Rd, Jasper, IN 47546

f

t

y

GET A FREE QUOTE!

In need of a remodel?  
Call Now: (812) 482-2513

## BUDGET

Finally, it is important to consider the cost of implementing such a comprehensive and innovative website such as this one. This project can be quite cost effective if performed correctly. For free, Decora can utilize Wix, a free online website creator, just like I did for this sample website. The company will need to pay an employee to build the website, but there is no previous experience or coding skills necessary to use Wix. However, in order to upgrade to premium, Decora will need to pay \$13 per month. This monthly fee may vary depending on the size of the website including the amount of content stored on the site and the number of monthly website visitors. With the premium upgrade, you will eliminate Wix ads on your site, expand the online store, and own a domain. This domain is a proprietary name that is specific to Decora that allows the website to be found online when people search for Decora. These three elements that are received from the premium upgrade are highly recommended because they eliminate clutter, maximize the website's potential, and are crucial for establishing brand awareness.

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## WEBSITE TAKEAWAY

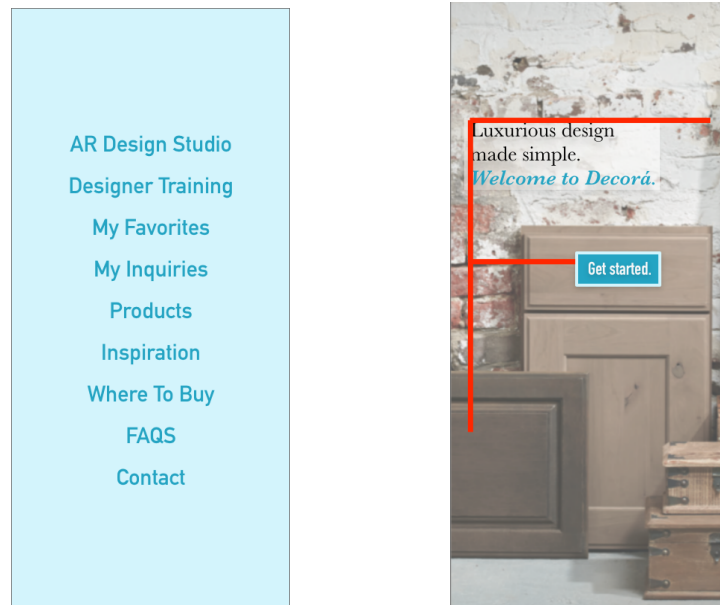
Overall, by simplifying the Decora website, we are creating a streamlined brand experience that will distinguish Decora among their competitors. Designers will be encouraged to consistently work with Decora and utilize the premium brand as a result of the ease of use with the new website.

## DIGITAL EXPERIENCE: AUGMENTED REALITY DECORÁ MOBILE APP

One way Decora's sales process can be differentiated and simplified for designers/consumers is through a cutting-edge mobile application that utilizes augmented reality (AR). This type of support media promotes Decora in revolutionary ways rarely seen before and makes the brand digitally enabled in this age of technology. The AR-based mobile app will allow consumers and designers to view Decora products in their own kitchen. They will be able to choose cabinets from Decora and customize them down to the material, color/finish, and hardware.

### MOBILE APP LAYOUT AND CONTENT

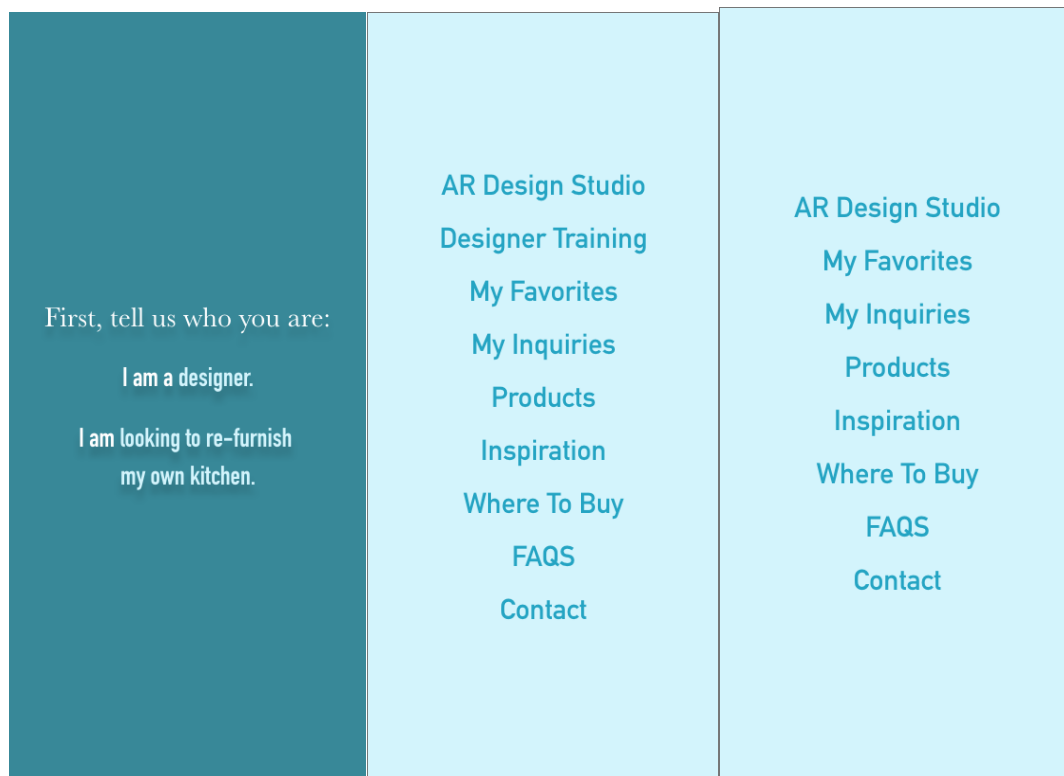
Overall, one key thing to note about the mobile app is the design of it itself. If it is strategically laid out, making it simple and efficient to use, then it can generate an increase in sales. Sorting the tabs based on a hierarchy of information – most important to least important – as well as utilizing an 'F' shape (people read in the shape of an 'F'), it makes it easier for users to determine the most important information and get to where they need to go. In this case, ideally the most important part is the AR design studio.



*Left: Hierarchy of Information as shown on Designer's home screen: most important information to least.*

*Right: 'F'-shape pattern on Decora mobile app home screen.*

Shown above as an example of the ‘F’ shape pattern, is the home screen welcoming users to the Decora mobile app. After hitting “get started”, users are prompted to answer whether they are a designer or looking to redo their own kitchen. This is an important distinction as the app will be catered differently to those people. Our agency discussed having 2 AR apps – one geared toward consumers and the other toward designers. But due to the costly nature of the app, and the similarities both would have, it made better sense to have one app that is geared toward consumers or designers based on if they select if they are one or the other.

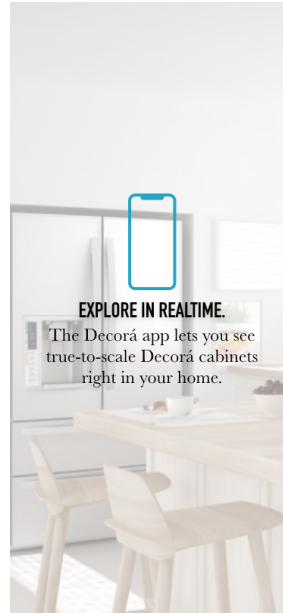


*Left: prompt to select which type of user*

*Center: designer home screen*

*Right: buyer home screen*

The designer home screen includes a ‘designer training’ section, in which material will be presented so that they may easily become educated on Decora products. Beyond this, the most important feature to the mobile app is the AR design studio. Users may use this by scanning their phone around their kitchen, bathroom, or room to determine where they should place cabinets.



*Augmented Reality Design Studio home page*



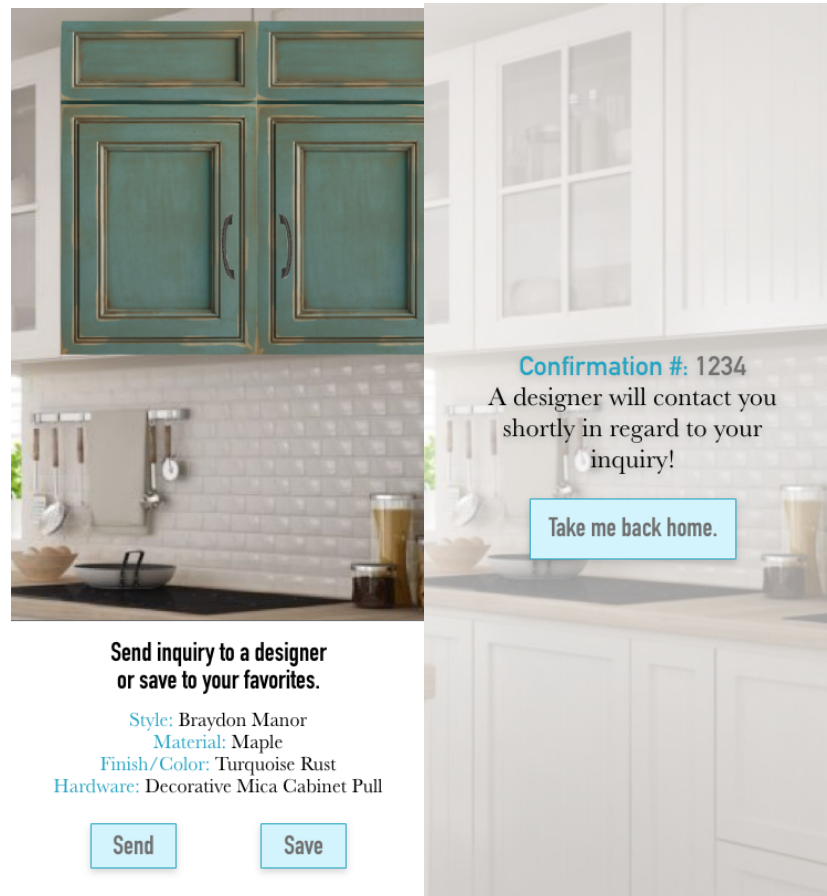
*Above are different screens user may see as they scan throughout their space*

Once on a space that they like, AR technology will measure and fit Decora cabinets to make it look like they are actually there. Once the user selects the area that they would like to place the cabinet, they are prompted to select a cabinet style, followed by material, finish/color, and hardware.



*Step-by-step look at how cabinets are selected within the app.*

At the end of this process, the user can then send a design inquiry to a local designer or save the cabinet to the ‘My Favorites’ section. If they decide they want to send an inquiry to a local designer, they will receive a confirmation number and a message that they will hear from a designer shortly.



*Left: final step*

*Right: confirmation message from inquiry*

## AUGMENTED REALITY MOBILE APPLICATION BENEFITS

The mobile app will help to show the product in the customer’s home, so they can picture it in a realistic way, and become more likely to buy it. It’s as if they have the opportunity to try it before they buy it – something that is difficult to achieve with customizable, premium products such Decora cabinets. Not only is it beneficial to consumers, but especially to designers in the selling process. The AR app acts as a dynamic sales presentation for designers as they can show the cabinets in real-time in their clients’ spaces.

By creating a unique digital experience through building a cutting-edge AR mobile application, it also serves to create some buzz around Decora therefore increasing brand awareness. AR is a relatively new technology for consumers to use, so if executed well, it will get people talking and allow for Decora to stand out amongst competitors.

## **BUDGET**

To make an AR mobile app, it will require developers. Pending on whether Masterbrand has internal or external developers who know how to build AR applications can make a significant difference in total cost. Since this technology is new, they will have to hire external developers to build the mobile app. With that being said, this can cost anywhere between \$30-\$250k depending how simple or complex the app is. A simple AR application would include a simple demo and only a few customized features. While a larger scale and more complex app could include a vast number of features, all personalized to Decora. It is worth noting that something like IKEA Place cost around \$57k, so Masterbrand might not have to drop a drastic amount. While this may be costly, it will be worth it to differentiate a premium brand like Decora and boost sales.

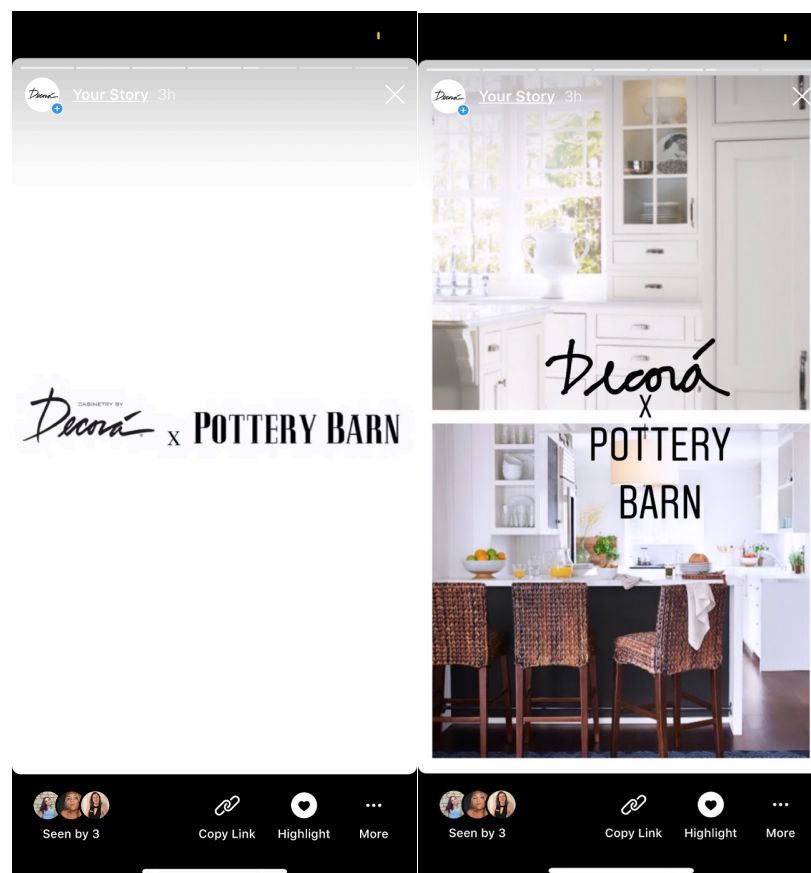
## **APP TAKEAWAY**

Overall by creating an augmented reality mobile app, it makes it simple for designers to sell the Decora brand to consumers. They may virtually design a kitchen in an innovative and attractive way, helping sell this customizable premium product. Decora will also stand out within the industry due to their unique digital sales process.

## PARTNERSHIPS

Creating a partnership with a notable home furnishing brand would increase notoriety and brand equity for Decora. This would allow designers to orient their work from a whole home perspective, picking out furniture while simultaneously picking out cabinets. This partnership would allow the home designing process to be simplified and streamlined. A collaborative collection would generate buzz with individuals in the target market that identify with both Decora and Pottery Barn, increasing the number of potential buyers from designers.

The brand partnership will be available for purchase in a variety of venues. The items available will be sold in Pottery Barn stores, in select Decora retailers, and online. This will allow for easy accessibility for obtaining the products, regardless of your proximity to the brick and mortar retailer. The means of buying the products will allow the buyer to shop in the way that they prefer, in person or online.

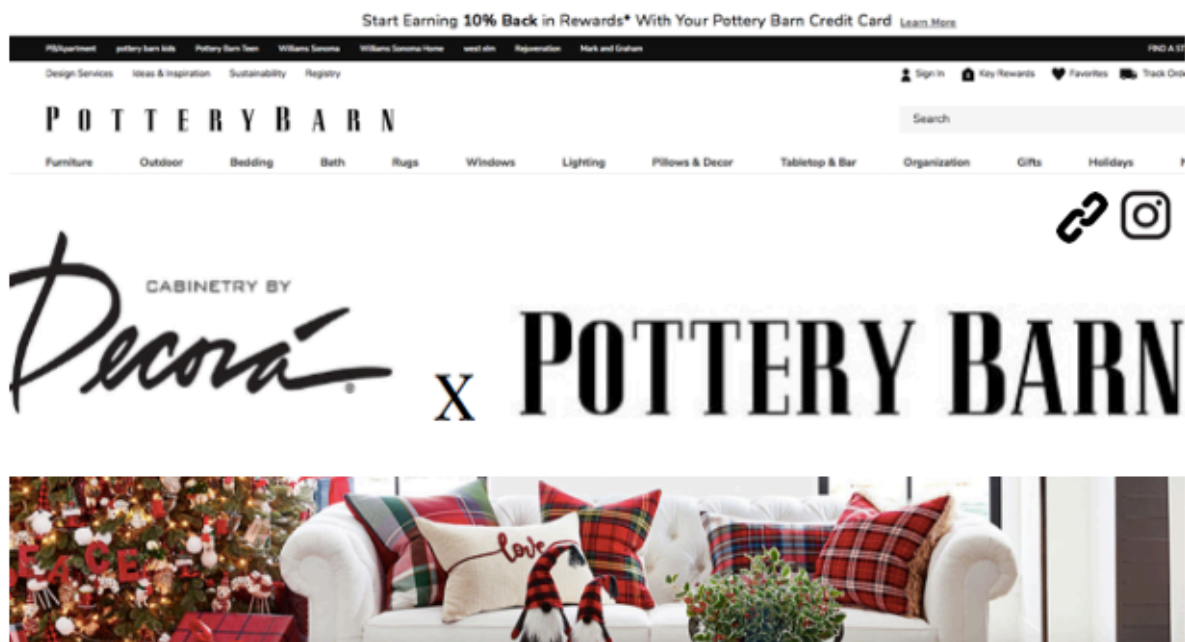


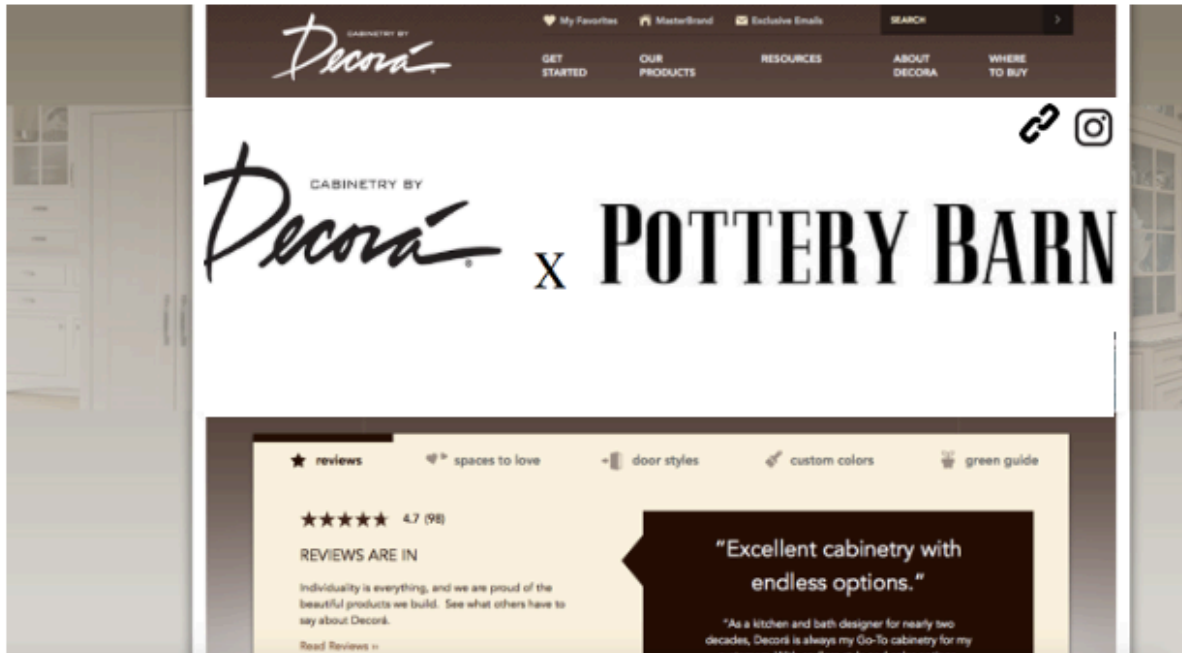
## PARTNERSHIP ADVERTISING

The advertising materials for the partnerships will be placed in a variety of media vehicles. There will be internet advertising and direct marketing. The content will capture both Pottery Barn's craft furniture and authenticity while also communicating Decora's premium offerings for everyone's home.

## ONLINE ADVERTISING

On both the Decora website and the Pottery Barn website, there will be pop up banner internet advertising alerting both Decora and Pottery Barn shoppers of the collaboration between the two brands. The pop up will provide links available to shop the collaboration website or to view the collaboration Instagram page. This allows the Decora and Pottery Barn collaboration efforts to target both companies' consumers in the hopes that the products within the collaboration streamlines the design process. Rather than shopping on Decora for cabinetry, Pottery Barn for furniture, or competitor websites, the collaborative website will place the products consumers want right at their fingertips to allow them to design the home they've always wanted efficiently.





## DIRECT ADVERTISING

A more tailored version of direct advertising could be used to send a form of tangible advertising materials to clients to highlight the collaboration. This would allow the designer to have access to a piece of literature to showcase Decora x Pottery Barn items in the pitches to future consumers to demonstrate how the products could potentially look in their homes.

We paid a visit to Hoosier Winsupply and spoke to Nick Smith, an outside sales representative for the company, who gave us insight into the purchasing process for buyers. He said that direct marketing materials are often given to potential customers in catalogs and pamphlets featuring door styles, finishes, hardware, and inspiration in order for the customer to select a style that they would like to use in their homes. The catalogs are quite lengthy and feature all the custom finishes and styles that Decora has to offer.

A modified version of the catalog featuring the products in a simplified, easy to read, pamphlet would be a great opportunity to streamline the selling process for designers to consumers featuring the products in the Decora x Pottery Barn collaboration. The pamphlet would feature the cabinetry, door styles, hardware, furniture, and accessories in the collection in the first few pages and inspiration in the

pages that follow. The direct advertising materials would merge the cabinet buying and furnishing process to in turn make the designing process that much simpler.

## **PARTNERSHIPS BUDGET**

While the banner pop-up collaboration advertising would be almost free of cost on the Pottery Barn and Decora website, the partnership and direct advertising will definitely be of cost to the collaborators. Pottery Barn has partnered with other brands in the past, such as Sherwin Williams, where their budget was approximately \$3 million for a collaborative line. While paint and cabinetry are quite different, the volume paint that was produced has higher production potential than cabinetry, hence, a Decora x Pottery Barn collaboration has the potential to cost within a similar financial bracket. In terms of printing the catalog, if we were to produce 20,000 units, it would cost around \$45,000. Printing catalogs is a highly specific and highly customizable process, so it would depend on the manufacturer to determine the exact budget that would be used. The total cost of the partnership would be \$3,045,000.

## **PARTNERSHIP TAKEAWAYS**

If Decora were to partner with Pottery Barn, there would be a potential for both companies to build their brands while also financially benefiting. The collaboration would streamline and simplify the design process when designers are selecting furniture and cabinetry for clients. Through online advertising and direct advertising, both companies can easily resonate with their audiences and influence them to purchase the products. While the home designing process can be complicated, curating a product line that places furniture, cabinets, and accessories all in the place makes it easy.

## SOCIAL MEDIA CAMPAIGN

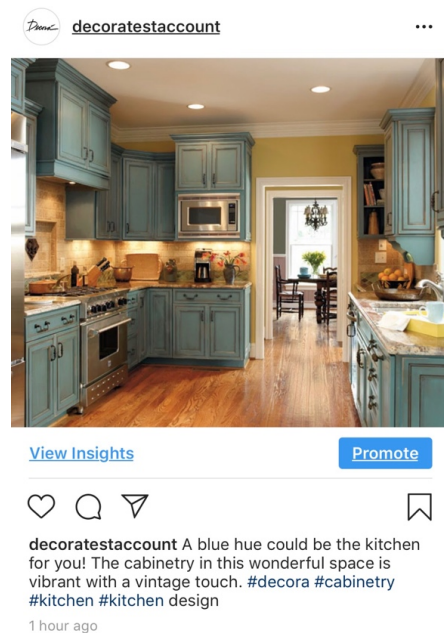
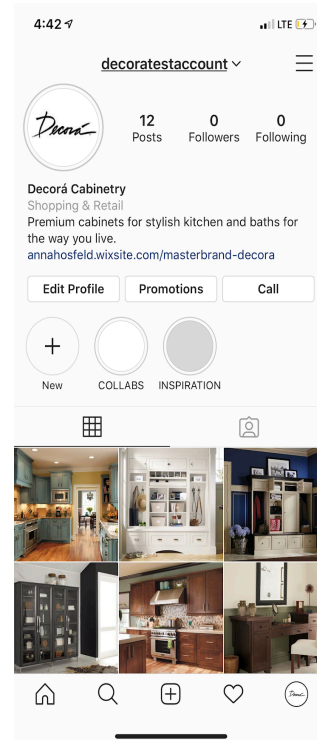
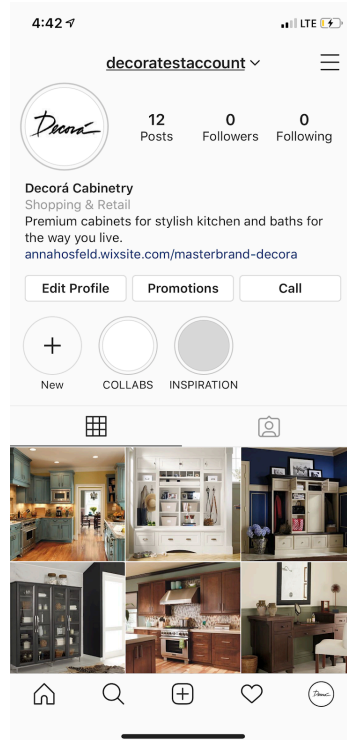
A social media campaign will advertise content created specifically for the Decora. There will be an Instagram account created for the company and Instagram stories that are representative of the brand message, that Decora is revolutionizing how people are thinking about cabinets. While cabinets are often advertised in catalogs, Decora would be modernizing and simplifying the approach to cabinet advertising by reaching their target audience in a new medium. The social media account will post Instagram stories showing the features of the products and demonstrate how the products can be used and stylized in people's homes to inspire designers to utilize the products in the partnerships. Also, there will be posts collaborating with designers and influencers that are notable in the design space. An Instagram TV series would allow the design influencers to show off the products in influencers' homes to increase publicity on Instagram by doing a "Home Tour" video. The Instagram video allows consumers to visualize the collaboration and draw inspiration of how the products could look in their own homes.

## SOCIAL MEDIA AUDIENCE

This would capture audiences on social media that Decora may have not had access to previously. It would target social media users that are passionate about interior designing and wanting to invest in their homes, but rather than seeking inspiration from catalogs and in stores, they seek it from influencers and designers on social media.

## SOCIAL MEDIA USER EXPERIENCE

The social media collaboration campaign allows for the brand to be collaborative with customers and creative while creating a favorable user experience. The account would also interact with designers and consumers, following back users and responding to questions and comments that the account may receive in their Instagram Direct Messages or on their photos. Also, items available for purchase throughout the Instagram feed will be tagged with the price associated with the item as well as the direct link to purchase the product. This will allow the Instagram feed to not only be beautifully curated content for the target audience, but also a place that allows for streamlined product viewing and purchases.



## SOCIAL MEDIA BUDGET

The average cost of a social media campaign is approximately \$4,000-\$7,000 monthly. IF we average the costs, Decora would pay approximately \$66,000 annually. This could have a potential high

return on investment due to the increased accessibility to a new type of target audience within social media platforms.

## **SOCIAL MEDIA TAKEAWAYS**

Creating a social media page would allow Decora to produce content and feature products at designers' fingertips. This would allow Decora products to integrate into targeted individuals' daily lives. While scrolling through their Instagram feeds and clicking through Instagram stories they could gather inspiration, product information, and make purchases of Decora products. It simplifies the cabinet design and purchase process by having another platform where consumers are able to have access to the products. The social media campaign gives designers a platform to interact, like, and comment their thoughts about Decora products, and gives Decora the opportunity to respond to consumers' feedback as well. Creating content, notoriety, and buzz is easy on social media.

## BRANDED EVENTS

### POP-UPS

One of the ways that Decora has the opportunity to simplify and grow their business is through the use of branded events. The use of branded events will allow for more designers and customers to be aware of the premium brand of cabinetry that they can buy. One type of branded event that will help establish brand awareness is a pop-up shop. Doing a pop-up shop in Pottery Barn allows both the designers and customers to see an example of what their cabinets could look like. A pop-up shop from Decora would entail a sample kitchen in the store, showing how Decora cabinets are used in a real setting. Having this walk-in kitchen for people to see and touch in the store allows people to really get a feel for what this product is and how it's a good use of their money.

In addition to the pop-up shop of the kitchen, it would be really helpful to have a salesperson from either Decora or Masterbrand there explaining the product. We want designers who are shopping in the store to be able to ask any questions and learn more about the product so that they can feel good recommending this product to their customers in the future. When consumers see the product in the store, it will encourage them to go to the website or the app, where they can get in touch with a designer who can help them navigate redesigning their kitchen, bathroom, or home using the new Decora cabinets. While consumers will be able to contact designers through the website and the app, they can also visit any social media to be able to contact designers for help.

Having designers and consumers be able to see the product in person will show them why this premium brand is the best use of their money. They will be able to walk around the pop-up kitchen and open the cabinets, as well as see other color swatches and designs of the cabinets that they could use. Designers can learn from the salesperson how to use the app in order to show their customers all the different customizable options available.



## POP-UP SOCIAL MEDIA

In order to get people to come into the store to see the examples of the Decora products in person, it would be important to promote the event through social media. Having posts on of our social media- Instagram, and also our website and app- allows customers and designers who are looking for cabinets a way to get informed about our event. The event will be targeted for designer specifically, including pictures and videos of the pop-up event and where it is happening. This will allow new customers to have a chance to learn more about Decora products and why they are a great cabinet to recommend to their customers. Getting the word out about the pop-up shops is the most important thing we can do in order to have people come to these events to learn more about Decora. This is a great way

to build brand awareness for Decora and allow more designers to feel at ease using the Decora products in the future. Advertising that there is actually a salesperson there explaining the product and answering questions of the designers will initiate a lot more people to come and get educated. This is a really helpful event that allows more simplification of the entire remodel process, because designers can come and look at the products and ask questions, without having to visit the website or app if they would rather have an in-person experience. We think that having this in person, one on one experience with a salesperson from the company really distinguishes this brand and allows Decora to stand out among other cabinetry brands.

### POTTERY BARN PARTNERSHIP

In addition to pop up shops, another way to get designers to become more informed about the Decora products is a partnership with Pottery Barn, as previously mentioned. Pottery Barn is a perfect fit for the Decora brand because designers consistently shop in these stores looking for new products to help their customers redecorate. By partnering with the flourishing brand, we can attract new customers to buy our product. Also, by creating a partnership it would allow for the pop-up shops to be easier. If there is not a pop-up shop in that particular store that a designer is looking at, there could be a little display near the front of the store announcing the new partnership and have a couple examples of the products that Decora offers. This allows customers to get more informed about Decora and what is. A partnership would also be beneficial because it is great advertising for both brands. Pottery Barn can be advertised to Decora customers for things they can add to their kitchens with their Decora cabinets such as dishes and kitchen accessories. Decora will be advertised to Pottery Barn customers as well, as cabinetry that can go with all the kitchen supplies they buy at Pottery Barn.



## SHOWROOM PROMOTION

One more way to have a branded event attract new customers while also keeping the old customers is having a showroom promotion. This would entail inviting designers to a showroom that is full of Decora products. The cabinets would be set up in a way that the designers could see what sort of cabinets match certain floors, countertops, etc. This would allow the designers to get a better understanding of the product that they are trying to sell to their customers. It is very hard to sell a product to people if you have never seen it or used it, so this is a way for designers to get comfortable with the product before they use it on their own. At these showroom events, designers can get samples to take back to their end consumers to show the color palettes, and the cabinet's look and feel. This encourages the designers to talk to their customers about the Decora products because they can show examples which will motivate more people to use this premium brand of cabinets.

## BRANDED EVENTS

The reason it is so important to have pop up shops, showroom promotions, and branded events with partnerships, is because the end customer that we are trying to reach is the designers. We want to motivate and encourage designers to get more comfortable, confident, and capable to use the Decora brand in more home renovations in the future. In order to sell these premium brands to the designers, it is important that we convince them that Decora premium cabinets are the best, and that they should be sold to consumers of the designers each and every time they work together.

Not only do we want more designers to become aware of our brand, but we want designers to immediately think of Decora for every house they are renovating in the future. We want to allow the designers to have a better understanding of why these premium brands should be used more, while giving them the resources they need to prove this to the end customers. We believe it is important for all of these events and partnerships to bring in more designers and have more people be aware of our premium brands in order to show that premium Decora cabinets are a long-term investment for the future of your home.

## BUDGET

The budget needed in order to create a pop-up show is around \$10,000. This is because we would not be building a new space, or even renting out an empty building for the pop-up, but rather using space within a pottery barn store, with just a kiosk full of information and an example of what this cabinetry looks like in person. This budget would allow for a space within a store to host the pop-up, as well as an example or two of cabinetry that designers can use. This would also require a salesperson to be working at the pop-up who would need to be paid for their time and energy.

## BRANDED EVENTS TAKEAWAY

Overall, we want to simplify the experience of designers when they are looking for new products to use. We want to make this process as easy as possible, by allowing the designers to really see, feel, and ask questions about the products that they are working with. By seeing the sample kitchens and bathrooms, it encourages the designers to want to consistently refer back to the Decora brand.

## CONCLUSION

Overall, our main goal is to have Decora follow our integrated marketing campaign to simplify the process of remodeling cabinetry for designers. Since Decora is a premium brand, we want to persuade designers to use it over all other cabinets. By streamlining the process and making it as seamless and as simple as possible, we want to make the designers more inclined to buy this premium brand above all others. The goal of our strategy is to update the company website, design a modern mobile app for the designers, create a strong social media for customers and designers alike, and increase the brand presence through in store marketing and in-person experience in stores.

By improving and simplifying the experience of the company website, it is going to allow customers and designers to both feel more at ease when working with this premium brand. If we can streamline this process in order to create an easy and fun way for designers and customer to work with the Decora brand, we can distinguish Decora among its competitors. Creating a modern mobile app for designers is another way to increase the use and desirability of the Decora brand. The designers and customers will be able to use augmented reality to virtually design a kitchen in an innovative and attractive way, helping to sell this customizable premium product. Decora will also be able to stand out within the industry, due to their unique digital sales process. Having the ability to create a partnership would not only benefit both brands but would resonate with audiences to encourage more people to purchase this brand. Creating a strong social media presence allows for brand awareness and brand loyalty. Showing the actual products on the social media as well as featuring designers is a way for Decora to not only gain more awareness, but to retain the current customers of the products. Finally, increasing the brand presence through stores is important in order to gain designers loyalty to the Decora products. Allowing the designers to be able to see the products and ask questions to representatives gives a sense of comfort about ordering this product so that they know exactly what to expect throughout the whole process.

Our final budget that we created in order to execute all of our goals to improve the Decora brand is \$3,178,156. This number that comes from all of our individual parts of the integrated marketing campaign put together. This includes the website, app, partnership, social media, and branded events. This budget reflects all of the efforts that we want to establish in order to simplify and streamline the process of buying Decora brand cabinets.

## WORKS CITED

### Website Budget

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### Augmented Reality App Budget

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- The cost to make an augmented reality app like IKEA - 2019 <https://thinkmobiles.com/blog/how-much-cost-make-app-like-ikea/>

### Branded Events budget

- New Opportunities in Retail, Pop Ups, and Franchises <https://www.blackenterprise.com/new-opportunities-in-retail-pop-up-shops-and-franchises/>

### Partnerships Budget

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Producing a Catalog <https://www.inc.com/articles/1996/10/13150.html>

### Social Media Budget

- How Much Does it Cost to Run a Social Media Campaign? <https://www.upwork.com/hiring/marketing/cost-social-media-campaign/>