

All EARS Agency

Decorá:

A Simplified Experience

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Introduction

- Why Decora?
- A simplified experience
- IMC tactics
 - Website
 - Mobile App
 - Social Media
 - Partnerships
 - Branded Events





Website - Internet Marketing

- <https://annahosfeld.wixsite.com/masterbrand-decora>
 - Simplified, ease of use for designer



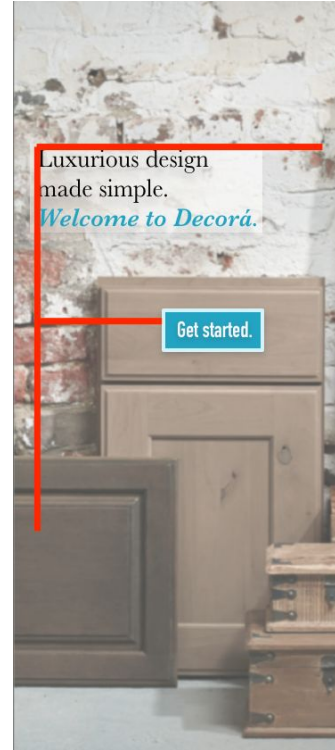
Digital Experience: Augmented Reality Decorá Mobile Application

- A premier way for Decora's sales process for premium brands to be differentiated
- Augmented Reality: a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view
- The AR mobile app will allow consumers and designers to view Decora products in their own kitchen

AR Mobile App Layout and Content

Some key notes about design

- Tabs will be sorted based on a hierarchy of information (most important to least important information)
- Text for the most part should be laid out in an 'F' shape - people read in the shape of an 'F'
- By designing the app strategically in this way, it makes it easier for users to determine the most important information and get to where they want to go, fast.



AR Design Studio
Designer Training
My Favorites
My Inquiries
Products
Inspiration
Where To Buy
FAQS
Contact

AR Mobile App Layout and Content





AR Mobile App Benefits

- “Try before you buy”
- Acts as a dynamic sales presentation for designers
- Creates buzz around Decora as AR is a relatively new technology, and most companies don’t use it yet



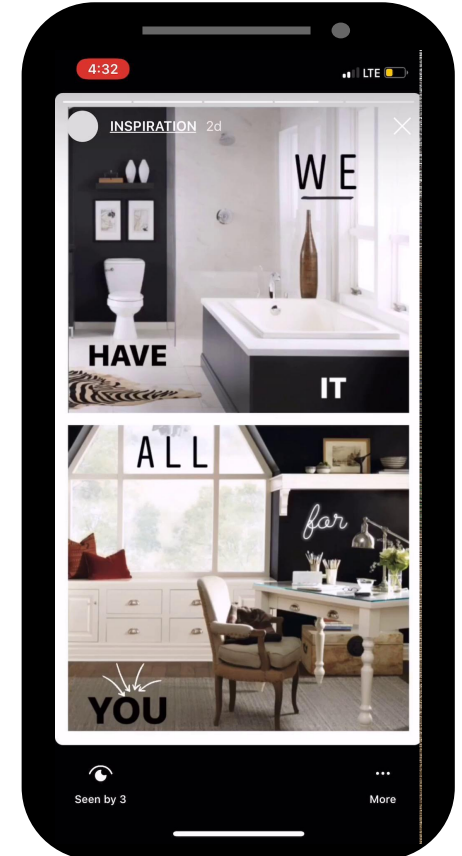
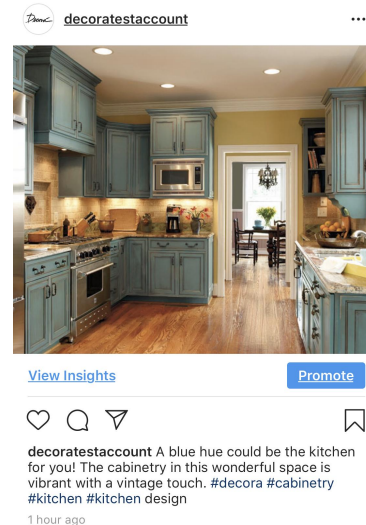
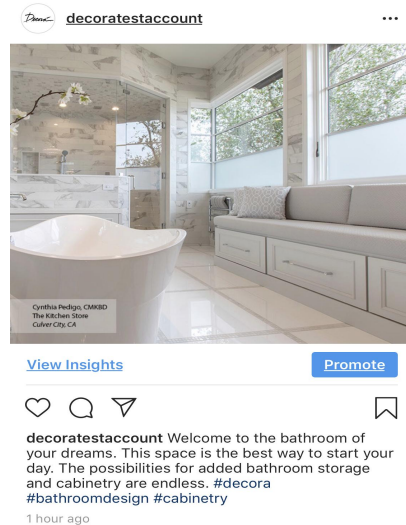
Social Media Campaign

- Campaign
- User Experience

<https://instagram.com/decoratestaccount?igshid=nkg8t2rtzo5d>

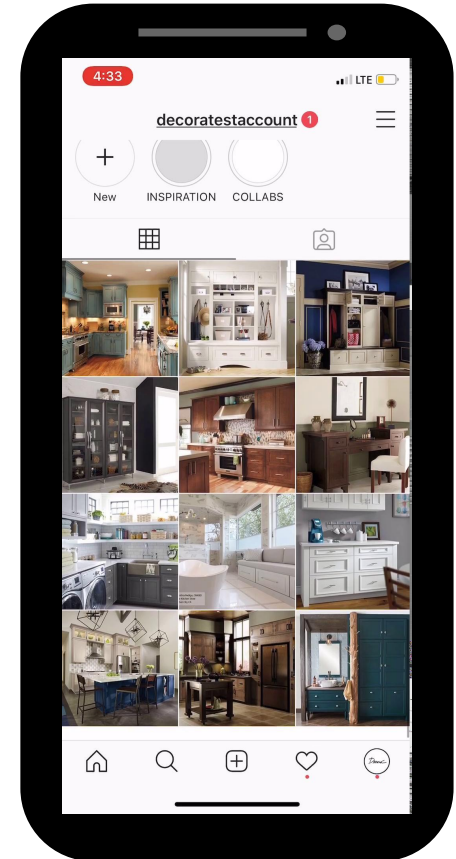
Social Media Campaign

- Campaign
 - Instagram posts
 - Instagram stories
 - Instagram highlights



Social Media Campaign

- User Experience
 - Instagram page
 - Instagram shopping
 - Following interested designers
 - Engaging with users





Partnerships

- A Decora x Pottery Barn collaboration would be mutually beneficial to both brands.
- The collaboration would streamline the designers' process.
 - Curated line of products
 - Make designers jobs simpler


Decora CABINETRY BY X **POTTERY BARN**

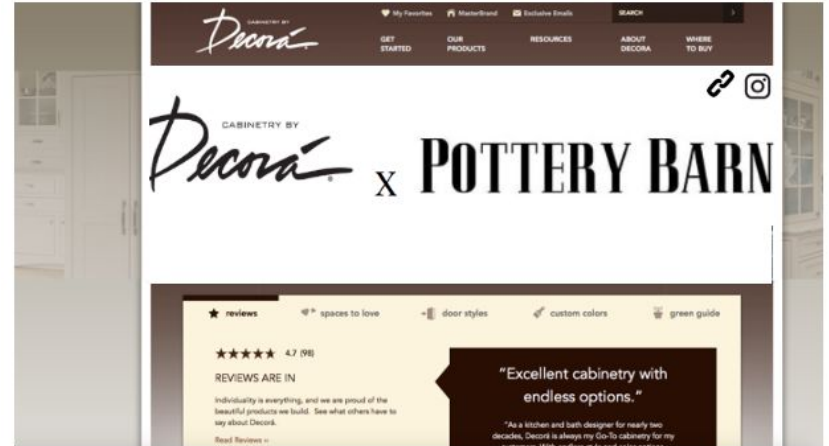
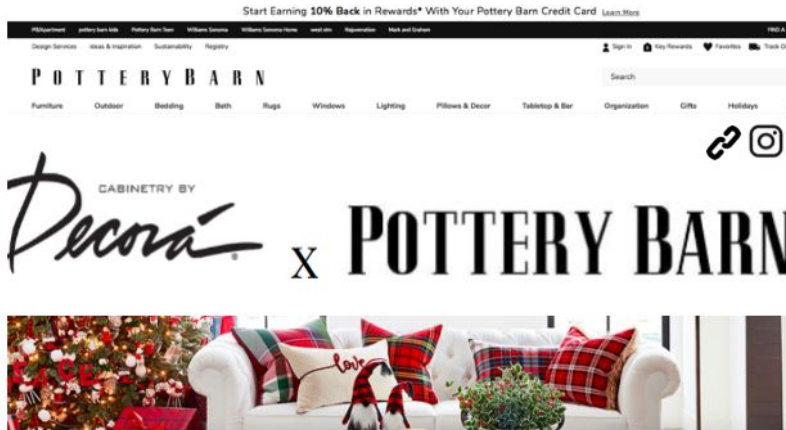


Partnerships

- Decora x Pottery Barn Brand Collaboration
 - Partnership Advertising

Partnerships Advertising: Online Advertising

- Decora x Pottery Barn Brand Collaboration





Partnerships Advertising: Direct Advertising

- A pamphlet that represents the collaboration
- That is...
 - Short
 - Simplified
 - Easy to read



Branded Events

- Pop-up events are a way for designers to be able to see the products in person
- Pop-up partnerships are a way to create a pop-up without renting out a space, mutually beneficial for both brands
- Showroom promotions to see all of the sample cabinets in one space



Pop-up Partnership

- Much cheaper to have a partnership in Pottery Barn than to rent a new space
- Customers from both brands can attend pop-up to see the products in a real setting
- Create strong brand awareness for both brands

Pop-Up Shop

- Create brand awareness for new designers
- Allows designers to feel more comfortable using this product
- Sales representative from Decora answering questions, describing the product, talking to potential customers
- Sample kitchen for people to see an example of how to use the cabinets in a real space





Showroom Promotion

- Showroom full of Decora cabinets where current designers and new designers are invited to see
- Can see what cabinets look good with certain floors, countertops, etc.
- Way for designers to get more comfortable with the product
- Samples available for designers to take back to customers



Conclusion

- Total budget: \$3,178,156
 - Website: \$13 per month - \$156 annually
 - AR Mobile App Budget: \$57K
 - Social Media Campaign: \$66,000 annually
 - Partnership: \$3,045,000
 - Collaboration: \$3 million
 - Direct Advertising: \$45,000 for 20,000 units
- IMC tactic will increase sales and build strong brand loyalty
- Simplified process makes designers more inclined to use Decora premium brand above all other brands