



THINK PVC

MARKETIN PLAN & IN-STORE EXPERIANCE

Agenda



01 Objectives & Market Overview

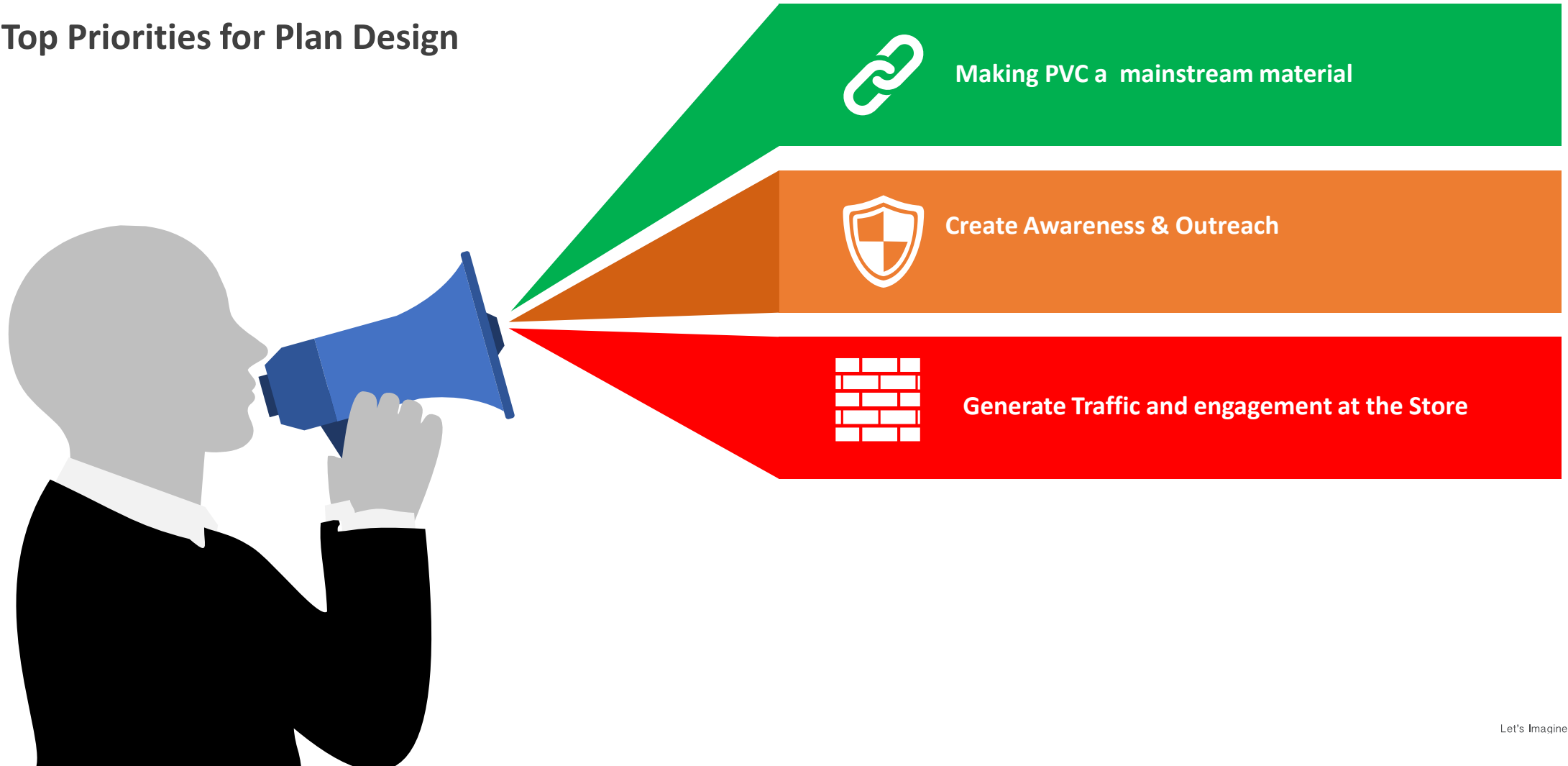
02 Marketing & Promotion Plan Overview

03 In-Store Retail Experience

04 Expected Results

Broader Strategic Objectives

Top Priorities for Plan Design



Main Factors of Achieving Objectives



Business



Target Market Insight

Broad Segmentation

Architects
Contractors
Consultants
End Consumer

Psychographics

Early adopters, social, family oriented, creative, tech savvy, expressive, want to make a positive change in society

Demographics

SEC A & B, Urban, Educated, Millennial.

Media Consumption Insight

YouTube, Social Media and Digital are their main source of media consumption.
Pinterest for design inspiration



Marketing Approach



Claim a highly relevant, unique point of difference

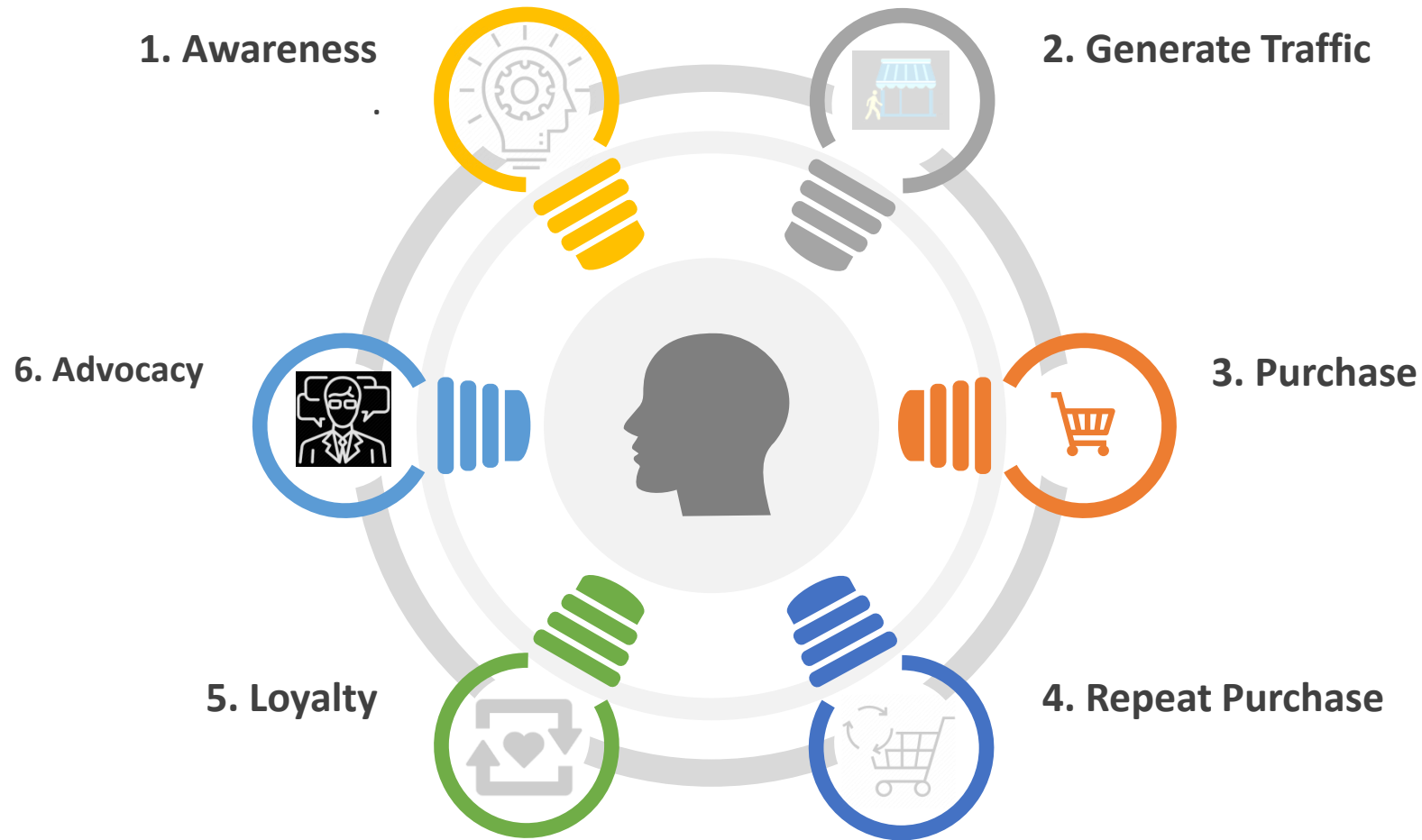


Develop strong emotional connection between consumers and the brand.



Translate emotional connect into brand loyalty

Approach to Achieving Objectives



Customer's Journey



01

- Digital Advertising
- Print
- PR
- Word of mouth

01
Awareness

02

- Website
- Blogs
- Social Media
- Industry experts

02
Consideration /
research

03

- Store
- Mobile app
- Website
- Call center

03
Purchase

04

- Call center
- Website / mobile app
- Social media community management
- Warrantee
- Post sales support

04
Post Purchase
Experience

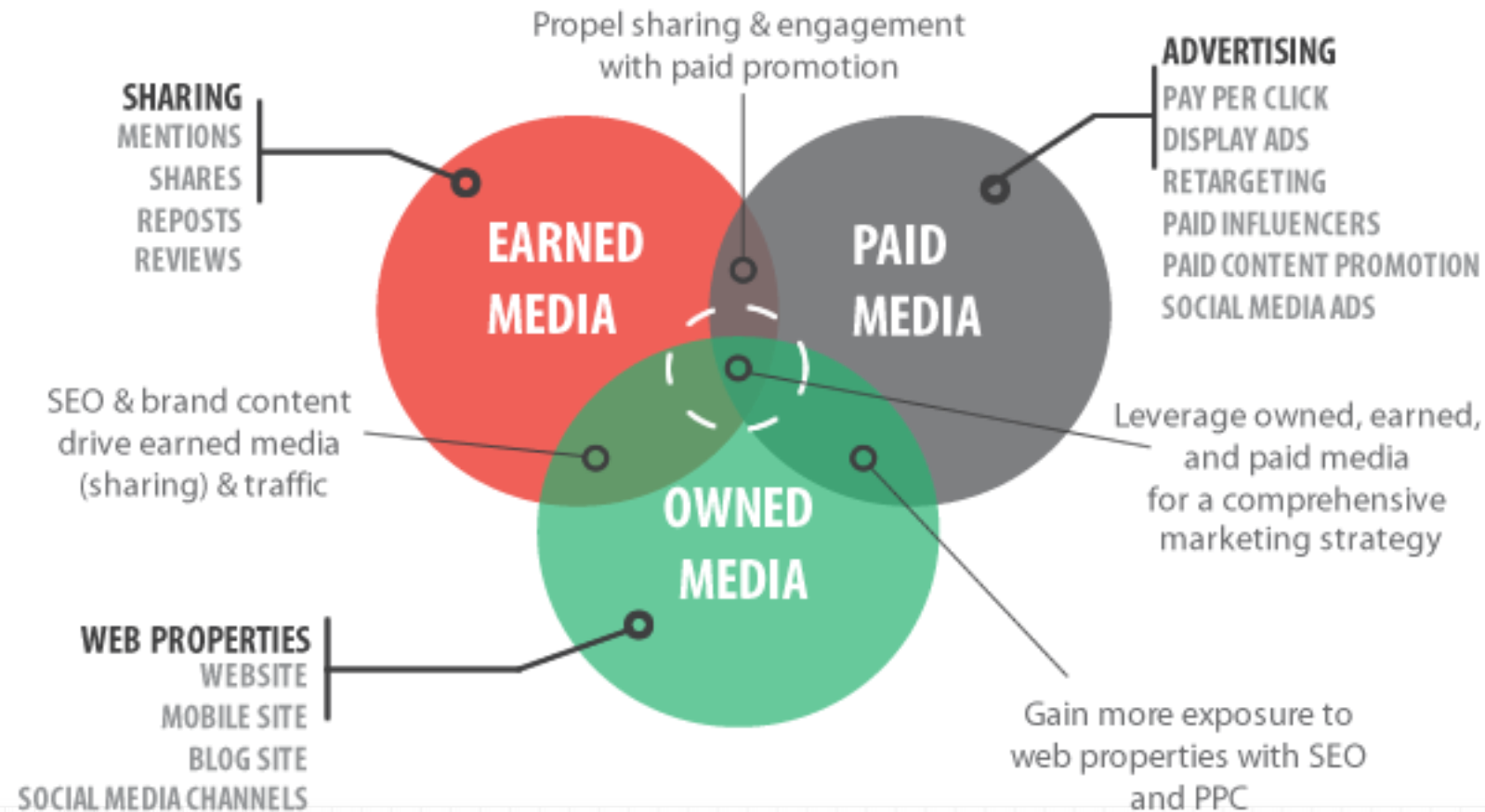
05

- Loyalty program
- Email marketing
- Engagement Initiatives
- Newsletter

05
Loyalty

DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



Deliverables leading to the Launch



Initial ideation, creatives, content

- Concept ideation
- Content creation
- Designs
- Publish / promote



Social Platforms Set-up

- Facebook
- Instagram
- Youtube
- Pinterest .



Product Videos & Photography

- Complete Product photography
- Product comparison videos.
- one thematic video covering all products and PVC features



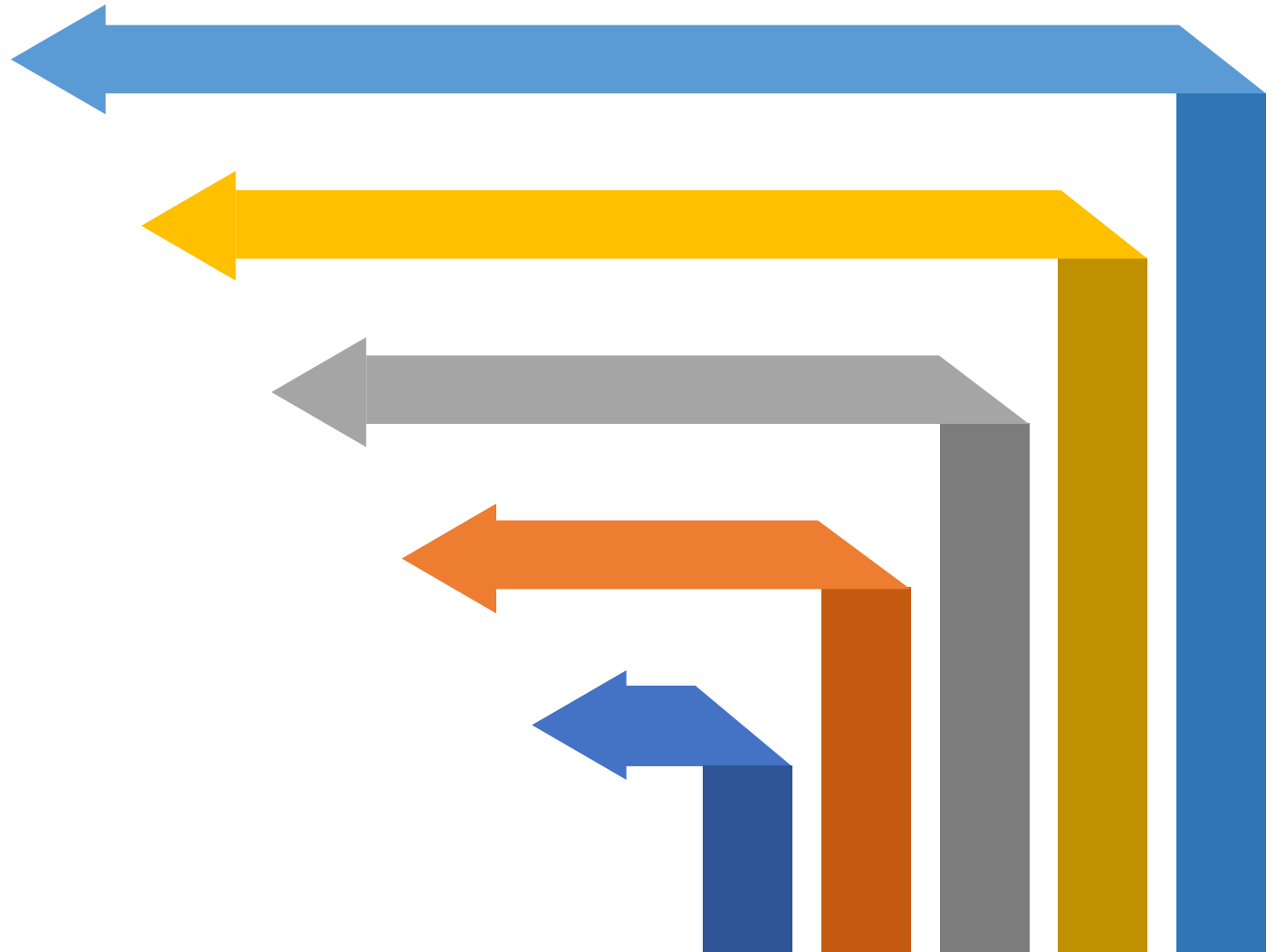
Website

- Website design and development



In-store Branding & Launch

- Store Launch Event
- In store branding (including product text , catalogue, store directory, directional signs, labels stationary and uniforms)



Ongoing Marketing Content Direction

High focus on Video based content

Cause Based/ Social Good Campaigns

Web Series: A branded interior design and architectural based web series focusing on PVC materials

User Generated Content campaigns/ Crowd Sourcing

Advanced SEO SEM
Digital Ads
Social Ads

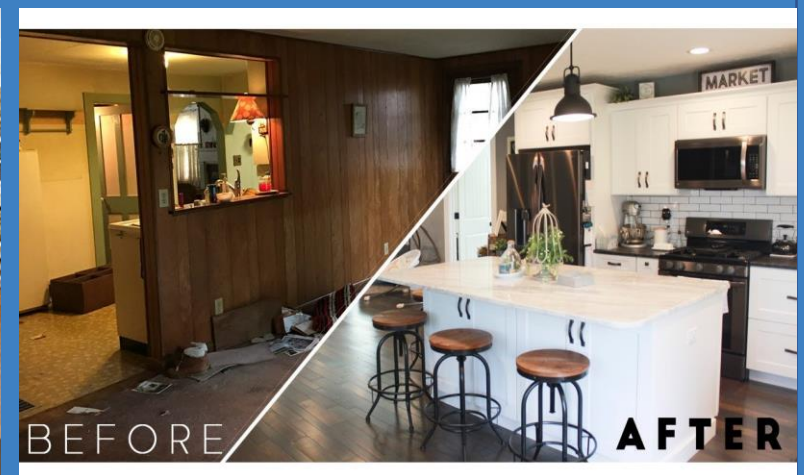
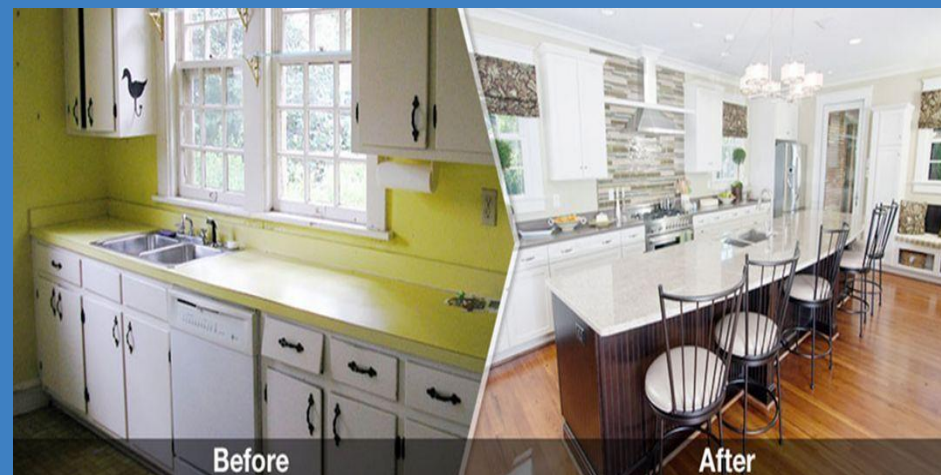
Endorsements by Leading architects & MEP consultants

Digital PR with influencers and digital publications (dawn, tribune, propakistani etc)

Print ads in architectural magazines

WEB SERIES : A branded architectural and interior design based web series focusing on PVC material applications and promotion

- Think PVC web series
- Architects/contractors competition
- Revamping homes, offices, and doing social service challenges
- Highlighting multiple Applications
- Creating engaged reach for the brand
- Projection of partners
- To be Featured on TV as well



Cause Based/ Social Good Campaigns

“A brand that doesn’t stand for a cause, will not stand for long “
Alan Jope – Global CEO Unilever

- Social Good Campaigns show overwhelming results
- Creates massive social media traction
- Will generate brand relevance and empathy
- High brand engagement
- Highly relevant to our target audience & communication tone
- Will create high earned media coverage

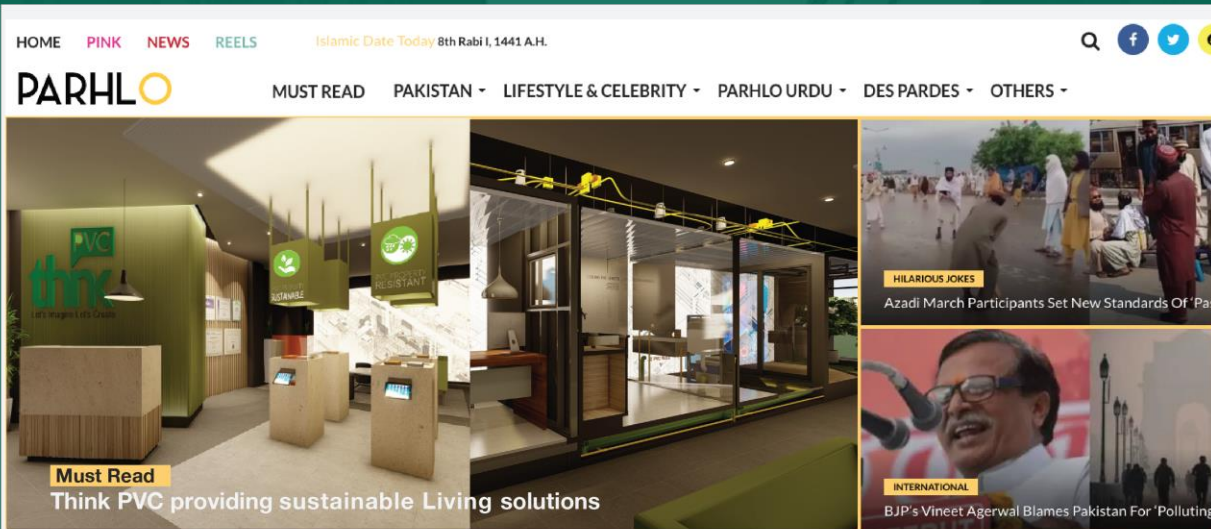


Cause-Based Marketing Statistics



Digital PR

- A strategically designed digital PR campaign
- Positioning PVC as a revolutionary solution
- Will give credibility and legitimacy to other marketing initiatives



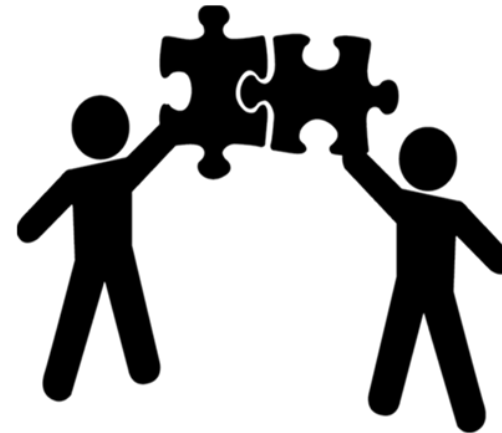
Retail Experience Objectives



Immersive



**Educational/
Experiential**



Engaging



**Developing Sense of
Community**



In-store Experience

- In-store Branding (product text, directory, direction signs, labels)
- In store Website Or design gallery
- Strategic Video Content
- In house Consultants : Design Clinics
- VR: Taking customers on a virtual tour of sustainability
- DIY Area



Developing Sense of Community- Loyalty

In-house Events

Regular open house seminars,
Training sessions,
Networking events
Social Events

Newsletter

Global and local trends and news
Major news, new designs and applications
Featured architect interviews

Support Community Events & Engage Institutions for UGC

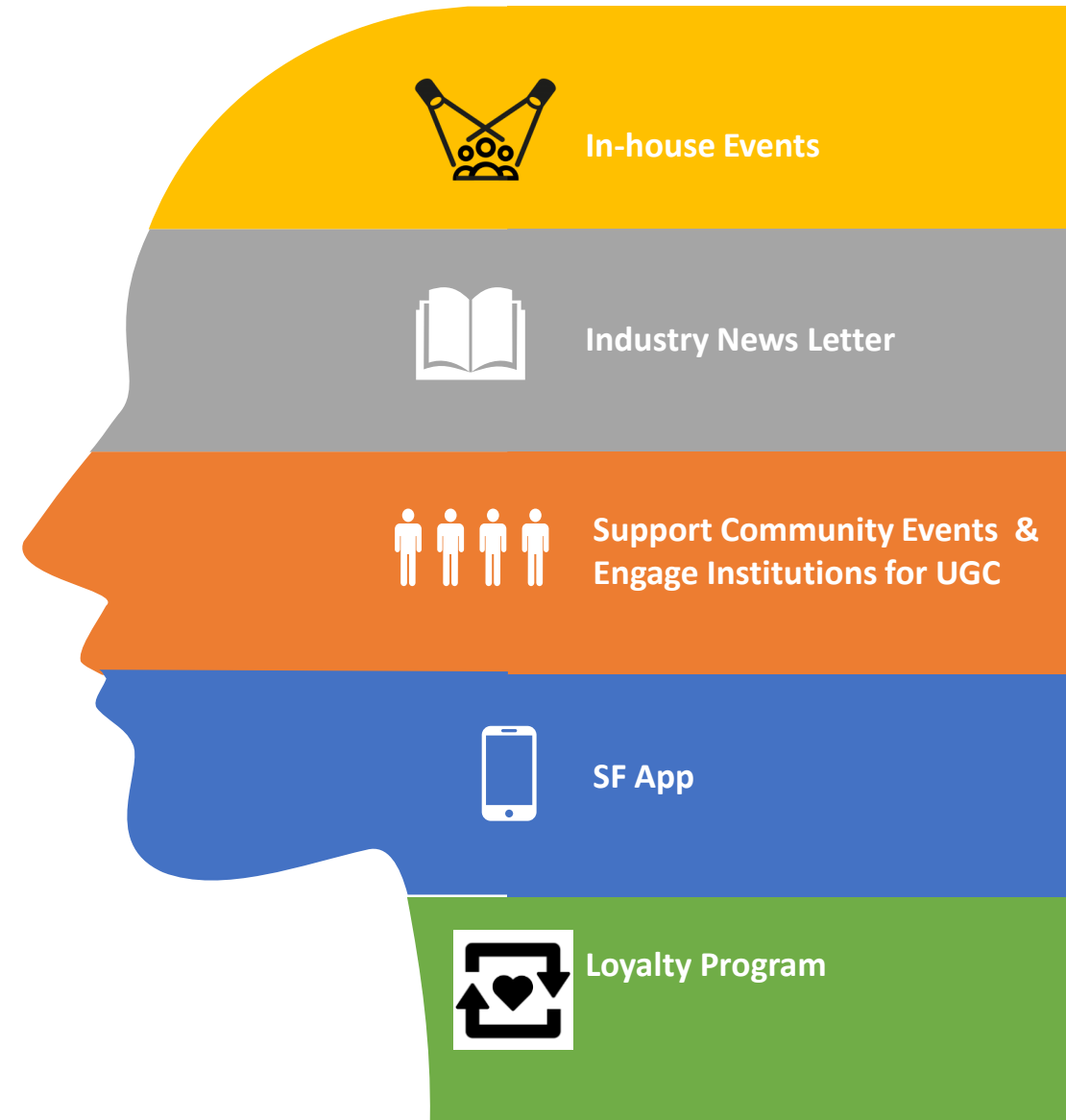
Sponsorship & partnerships in major industry events.
Collaboration with IVS and others to engage future target

Smart Phone App

For consumers & architects, with features like DIY designs,
new product notifications, event updates, in store rewards,
referral program , discounts

Loyalty Program

Loyalty programs for architects reinforcing community and
combining our benefit with theirs .



In-house Events



Industry News Letter



Support Community Events &
Engage Institutions for UGC



SF App



Loyalty Program

Proposed Timeline

Phase 1: Till Launch

Marketing

- Social media platforms
- Creatives & Product Photography
- Website
- Launch event
- Print ads & PR

In store Initiatives

- In store videos
- In store branding
- Collateral
- Interactive Screens

Phase 2: Six months post launch

Marketing

- SEO Plan Execution
- Social Media campaign
- Digital PR Campaign
- Endorsement videos
- Print ads in architectural magazines

In- store Initiatives

- In-house Events
- DIY Area
- Design consultant
- Newsletter

Phase 3: 6 – 9 months

Marketing

- Web Series Launch
- Social Media amplification
- Endorsement videos

In- store Initiatives

- VR tour
- Loyalty Program
- IAP/ Pcapt alliances

Phase 4: 9 – 12 months

Marketing

- Web series
- UGC/ crowd sourcing
- Events at Universities
- Sponsorships of major events

In- store Initiatives

Further develop and optimize existing initiatives



Broad Content Strategy

Exposure that is not restricted to a single platform but goes on to all those platforms where TG exists.



Cross-Channel



Cross-Device



Experience



Engage



Optimize & Re-Engage

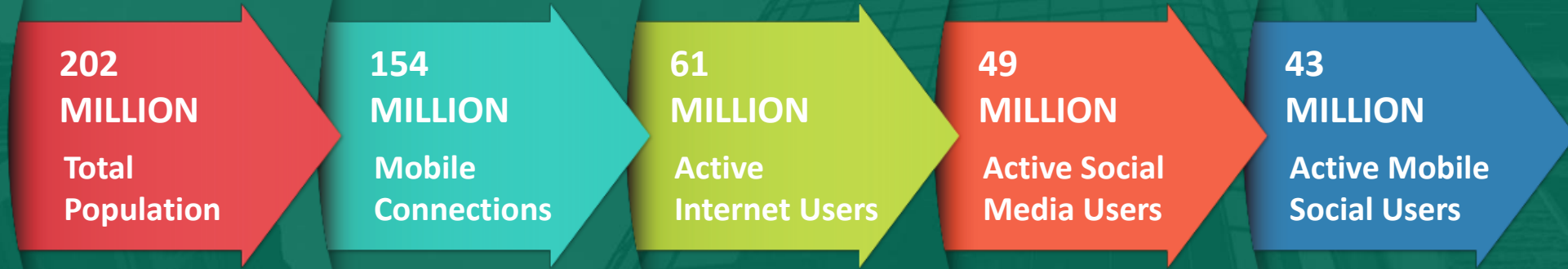
Brand experience via advertising which delivers long lasting impact and TOM recall.

Keep re-engaging the ones who previously engaged with the brand.

Digital presence on multiple devices with major focus on mobile.

Make the audience actively engaged with the brand and taking their expectations to the next level when they go on our owned assets.

Why Digital



1
Out of 4



Pakistanis are active
Social media users



+50%

Growth in the Number of
Active Internet Users



+38%

Growth in the Number of
Active Social Media Users



+36%

Growth in the Number of
Active Mobile Social Users

PLATFORM CONSUMPTION



INTERNET

On a typical day - 69%
On Weekdays - 2.25 hrs
On Weekends - 3.00 hrs



TELEVISION

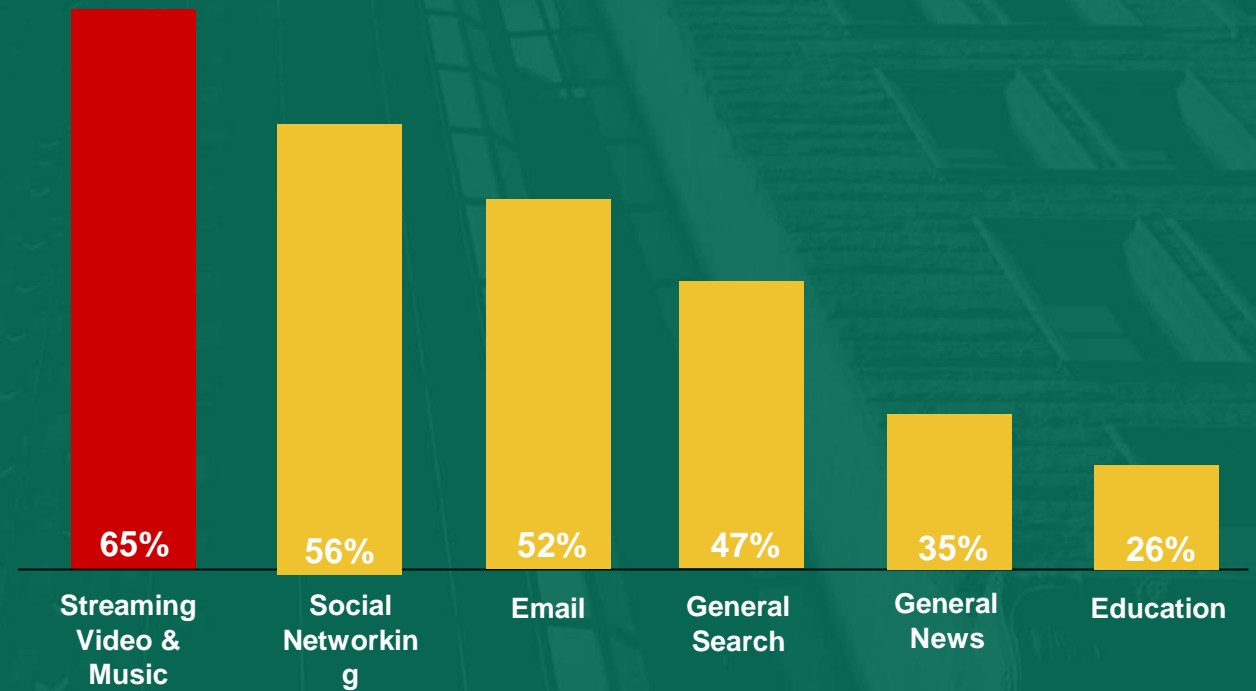
On a typical day - 42%
On Weekdays - 1.25 hrs
On Weekends - 2.25 hrs



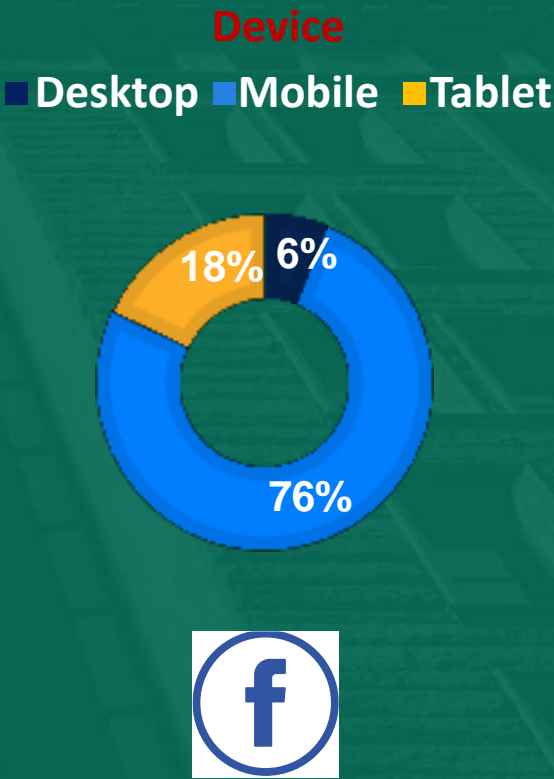
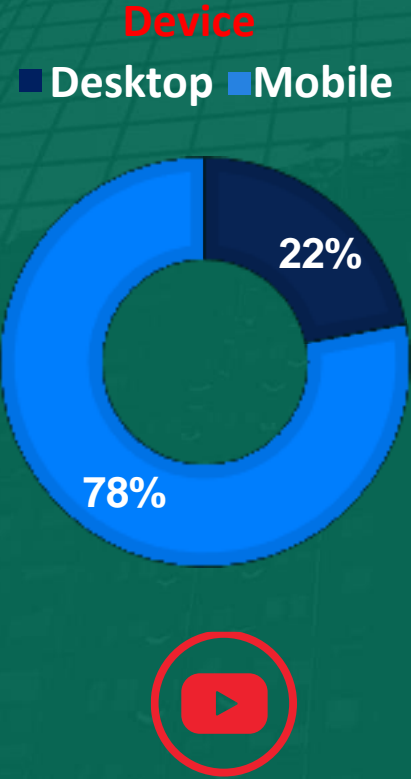
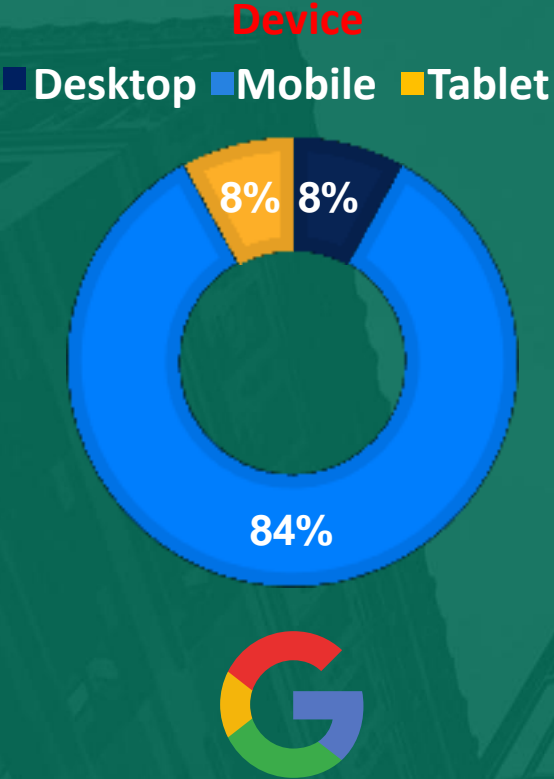
PRINT

On a typical day - 25%
On Weekdays - 1.50 hrs
On Weekends - 2.00 hrs

Pakistani users spend more time on the internet than they do on any other media. Average time spent on the internet has overtaken TV



Why Mobile ? – Platform Consumption



WHY VIDEO?



More than
500 Million
Hours of videos are
watched everyday

Over
8 Billion
Videos or 100
Million hours of
videos are watched
everyday

Searches related to
'how to' grew by
70%
From 2014 to 1027



Online videos will
account for more than
80%
of all consumer
internet traffic by
2020

Social Media Platform Strategy



Facebook

- Platform with the highest number of fans & diverse demographic groups so higher chances of visibility
- Creative content creation including Videos to engage maximum audience
- PR amplification & collaborations with Influencers to attain varied audience
- Media Plan and Spending



Pinterest

- Used highly by architects and designers for inspiration
- Latest designs to be uploaded
- Will create awareness & credibility with target audience



Instagram

- Pictorial platform so create visually strong campaigns and seed photographic content
- PR amplification through Instagram influencers & generate product placement & advertisement content in an organic way Seeding Content
- Generate UGC and create personalized hashtags for the brand or campaigns



YouTube

- Platform for video content as it is the biggest video content hub and attracts a large audience
- PR Amplification & Collaborations with YouTube Video influencers to integrate product

Why SEO ?



Google search is when the user is the most focused and can be captured at maximum attention. They are already at a stage of intent for what they are searching. Connecting relevantly with what they are searching will be key.



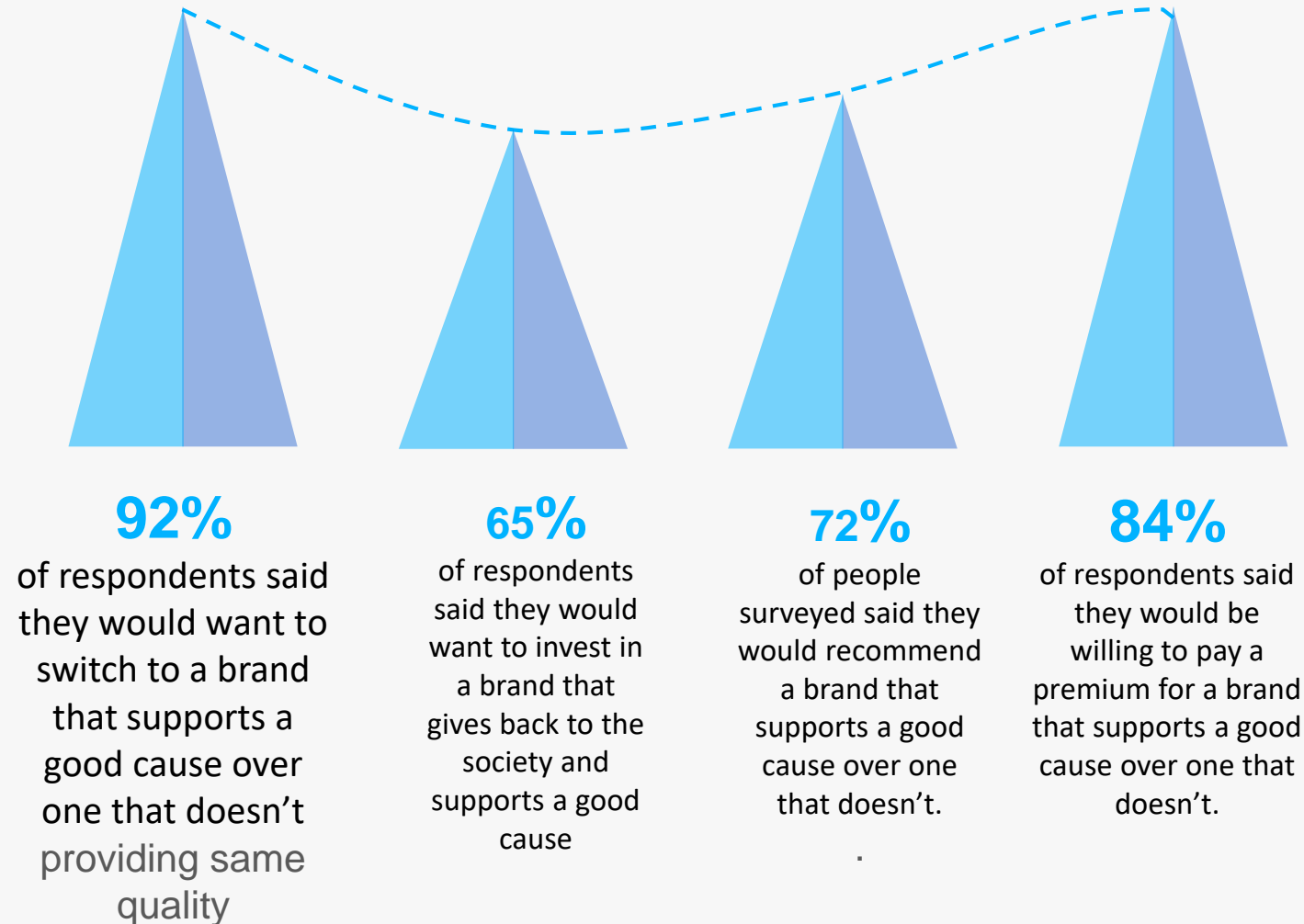
22.8 MN + Building and construction Related Searches

29.1 MN + Home improvement Related Searches

1.9 MN + PVC/ Vinyl Related Searches

Why cause based: Research Findings- Societal /Cause Based Marketing

The 2018 Edleman Goodpurpose study findings are compelling.





Water
Proof



Easy
Install



Insect
Proof

Our PVC floor covering is the ideal green solution for commercial interiors to create natural inspired spaces vinyl. Flooring provides turn-key solutions with over 30 colors in wood texture, to cater to the diversified interior needs of the Hospitality/Residential Industry with flooring solutions that require the least amount of maintenance.

	Water Proof	Easy Install	Insect Proof
Carpet	×	✓	×
Laminate Floor	×	✓	✓
Porcelain Tiles	✓	×	✓



Recycleable



Sustainable



Light
Weight



Water
Proof



Easy
Install



Insect
Proof



Weather
Resistant



Fire
Retardant

PVC
think

Let's Imagine Let's Create

PVC PROPERTY
FLEXIBILITY

PVC PROPERTY
RESISTANT



PVC WINDOW

PVC windows are durable
in harsh weather conditions.
They are also easy to clean
and maintain.

PVC WALL TILES

PVC wall tiles are durable
in harsh weather conditions.
They are also easy to clean
and maintain.

PVC COUNTER TOP

PVC counter tops are durable
in harsh weather conditions.
They are also easy to clean
and maintain.

PVC TEXTURE SHEETS

PVC texture sheets are durable
in harsh weather conditions.
They are also easy to clean
and maintain.

CEILING PVC SHEETS

CEILING PVC SHEETS
ARE DURABLE AND EASY TO
INSTALL. THEY ARE ALSO
EASY TO CLEAN AND
MAINTAIN.



Water
proof



Easy
install



Insect
proof

	Water Proof	Easy install	Insect proof
Concrete	+	+	+
Brick	+	+	+
Wood	+	+	+

PVC FLOOR TILES

PVC floor tiles are durable
in harsh weather conditions.
They are also easy to clean
and maintain.

THANK YOU

