**La-Z-Boy Creative Brief**

1. **Target Audience.**

***Primary:***

Demographics:

* Age: 20-30 years old
* Sex: Male and Female
* Income: $60,000-$70,000
* Education: Bachelor’s Degree
* Race: N/A
* Job: White-collar
* Married or Single: Married
* Kids: 0

Psychographics:

* Lifestyle: La-Z-Boy’s target audience is a younger generation who are entering adulthood after college. Many of them are newlywed couples or have only been married for a couple of years. One of the biggest steps in starting a life with your partner is moving in together, this is where La-Z-Boy fits in to their lives. These couples are looking for nice furniture that will last them a long time. Since they plan on starting a family together, they want their furniture to be able to withstand the antics of children. While they make enough money to live comfortably, they would like to find furniture with all these aspects at an affordable price. Right now, they are on the hunt for a furniture store than can fulfill their needs.
* Attitudes: La-Z-Boy’s target audience has mildly negative attitude towards furniture stores. Since cheaper alternatives, like Ikea, have become more popular with the younger generations, they feel like normal furniture stores are expensive. However, they are looking for high quality, long-lasting furniture and they know they can’t get that at Ikea. Right now, they only know La-Z-Boy for their recliners and not all the other high-quality furniture they offer. Overall, their current attitudes are mildly negative towards La-Z-Boy and other furniture stores because they think they are expensive, but they are still looking to buy from there for their quality products.
* Opinions: La-Z-Boy’s target audience has neutral opinions about them. The target likes the prices at places like Ikea better, but they realize that they cannot get the same quality of products at Ikea. They associate La-Z-Boy with dads and grandpas because of their recliners. While this is not exactly a negative thing, we want them to have a more modern opinion about La-Z-Boy that is not associated with the older people in their lives.

Behavioristics: The target audience purchases products that are high-quality, but also affordable.

Geographics: United States

1. **Communication Objectives.** 
   1. To create awareness about La-Z-Boy’s modern, long-lasting, and affordable furniture.
   2. To convince the target that La-Z-Boy has high-quality furniture at affordable prices.
   3. To persuade the target to buy their furniture.
2. **Target Analysis.**

What does the target currently think about my brand?

* + “Doesn’t dad have a La-Z-Boy?”
  + “Does La-Z-Boy even make anything other than recliners?”
  + “La-Z-Boy seems outdated.”

What would you like them to think?

* “My friends got their furniture from La-Z-Boy.”
* “La-Z-Boy has a great variety of high-quality, affordable furniture.”
* “La-Z-Boy’s furniture is modern and long-lasting.”

Why should they believe it?

* Our target should think about younger people purchasing La-Z-Boy’s furniture because they offer modern, long-lasting, and affordable furniture.
* Since La-Z-Boy makes a large variety of furniture, the target audience can expect to find more than just recliners when shopping with us.
* Although La-Z-Boy has been around for a while and many young adults’ parents own La-Z-Boy recliners, we keep up with the times and offer modern furniture.

1. **Brand Features and Benefits.**
   1. Feature: La-Z-Boy offers high-quality furniture at an affordable price.

Benefit: Customers can get better furniture than someplace that sells low-quality, cheap furniture.

* 1. Feature: La-Z-Boy’s furniture is modern.

Benefit: The target will get furniture that is not outdated and will make their homes look modern.

* 1. Feature: La-Z-Boy offers a variety of furniture.

Benefit: Customers will be able to buy furniture for every room in their house when they shop at La-Z-Boy.

* 1. Feature: La-Z-Boy’s furniture is durable and long-lasting.

Benefit: The target will be able to have this furniture when they start their families because it will withstand the wear and tear of children.

* 1. Feature: La-Z-Boy’s furniture looks nice but is also comfortable.

Benefit: Customers will initially want to buy because of the look, and they will then make their final decision to buy because it is comfortable.

1. **Positioning.**

**Rooms To Go**

* + Short description of competing brand.
    1. Rooms To Go is a furniture store chain that offers quality furniture for low prices. Their delivery process is quick and easy.
  + Their current advertising.
    1. Rooms To Go does most of their advertising through commercials on tv. In these commercials, they typically just show the different furniture with the prices listed by them or if they are on sale. They have recently had Jesse Palmer in some of their commercials to promote the brand. While commercials are their biggest form of advertising, they also use weekly ads. These ads have their weekly sales on them and just show their products with their prices.
  + What is their key consumer benefit?
    1. Rooms To Go’s KCB is that they offer a quick and easy delivery process. This allows their customers to not have to worry about the hassle of getting the furniture to their homes.
  + Logo design.
    1. Rooms To Go’s logo is their name on a square, blue background with the word room on top and to words to go on the bottom. The O’s in the word room are shaded in yellow, the O in the word to is shaded in red, and the O in the word go is shaded in green to simulate a stoplight. They also have a little arrowhead shape at the end of the word go. The typeface they use in their logo is a sans serif.
  + Are they using a tagline or slogan?
    1. Rooms To Go’s slogan is: “Buy the piece, save little. Buy the room, save a lot!”
  + Any unique colors or graphics used on advertising?
    1. Rooms To Go tends to use shades of blue and red in their advertising, especially in their weekly ads. In their commercials they use a lot of graphics of their prices that are blown up really big so that it grabs the audience’s attention.
  + Current Packaging. If not, just say N/A.
    1. N/A

1. **Key Consumer Benefit (KCB).**

***Big Idea***

Feature: La-Z-Boy’s furniture is durable and long-lasting.

Benefit: The target will be able to have this furniture when they start their families because it will withstand the wear and tear of children.

1. **Support Statement.**

Feature: La-Z-Boy offers high-quality furniture at an affordable price.

Benefit: Customers can get better furniture than someplace that sells low-quality, cheap furniture.

1. **Creative Strategy.**

**Approach: Consumer**

Focus: Brand Image

**Appeal: Rational**

Focus: Brand Image

1. **Tone.**

**Tone: Rational and Emotional**

Focus: Lifestyle

1. **Tagline.**

Furniture Made for a Family

1. **Logo.**

La-Z-Boy

1. **Detail Copy Points.**

* Facebook, Instagram, Twitter
* www.roomstogo.com
* 1 (800) 766-6786

1. **Coupon or Other Promotional Information.**