



Created by Carolina Goris

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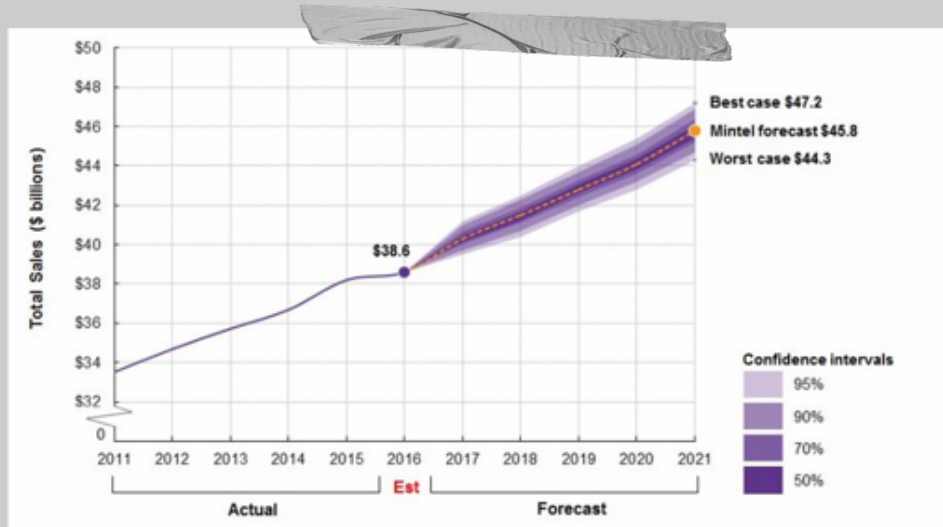
# Agenda

- What is going on in the marketplace
- Competition
- Target Audience
- Timetable
- Budget
- Media
- Cutting through the Clutter



# Positive Outlook for Home Decor

The future is slated for moderate growth, though at an annual rate of 3.5% through 2021 when sales should rise to \$45.8 billion, representing a gain of 19% over 2016. Slow and steadily improving momentum in the housing market should also positively impact home décor expenditures should this trend continue.



## Shopping for Home Décor - US - July 2018 - Market Factors

Figure 7: Homeownership Rates for the United States: 2014 to 2018

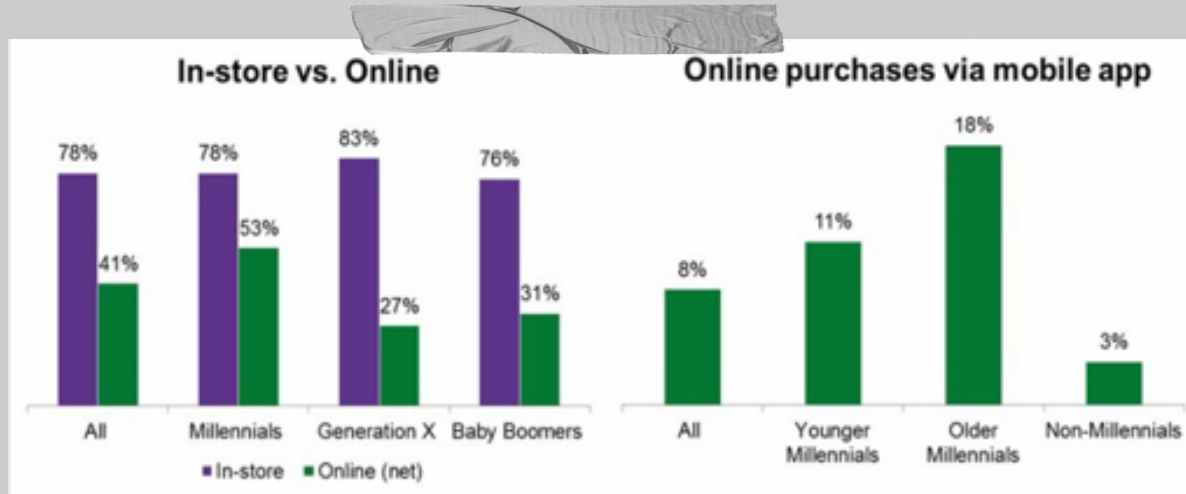
Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2018	64.2			
2017	63.6	63.7	63.9	64.2
2016	63.5	62.9	63.5	63.7
2015	63.7	63.4	63.7	63.8
2014	64.8	64.7	64.4	64

Source: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey, April 26, 2018

# Growth is coming from Online Shopping

Some 78% of home décor purchases occur in-store, as consumers like to see and touch items before buying. However, more than four out of 10 people have purchased home décor online (most likely from a desktop or laptop computer), and this growth is expected to continue.

Wayfair LLC., for one, saw Q1 2016 direct-to-consumer sales increase 93% versus a year ago.



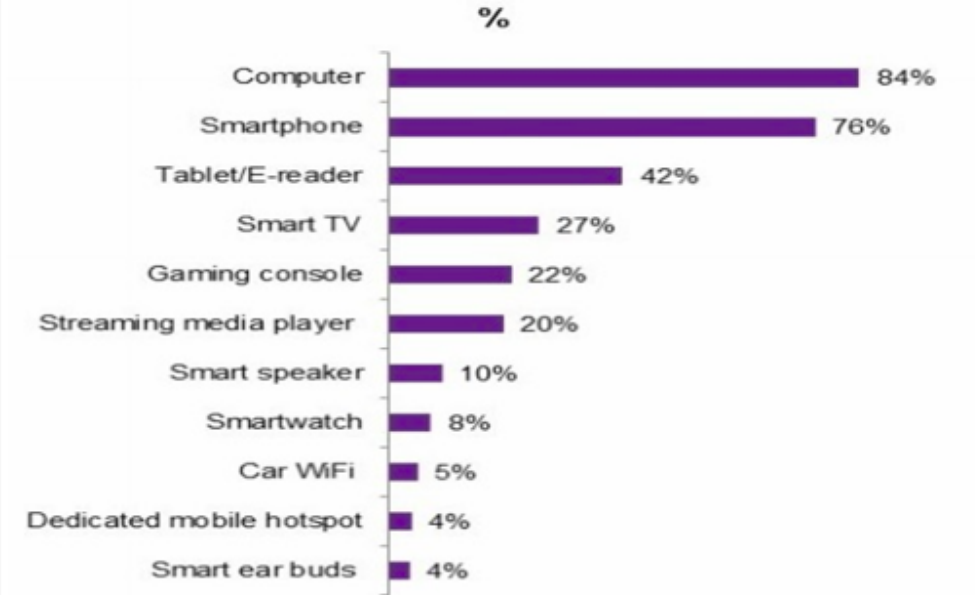
**Millennials are the most likely generation to be shopping for home décor online, including via mobile devices.**

# Connected Through the Internet

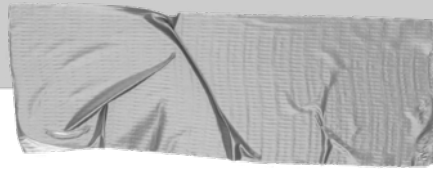
Figure 9: Devices used to access the internet, December 2017

Base: 2,000 internet users aged 18+

"What devices do you use to access the internet? Please select all that apply."

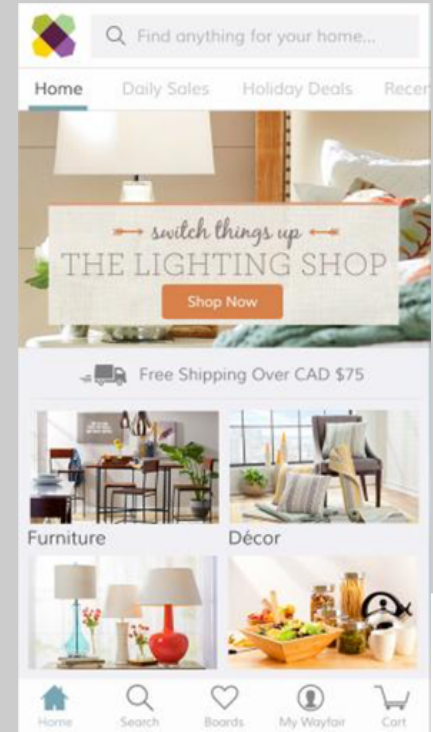
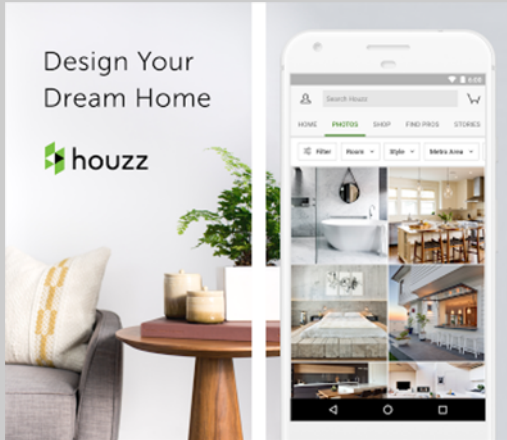
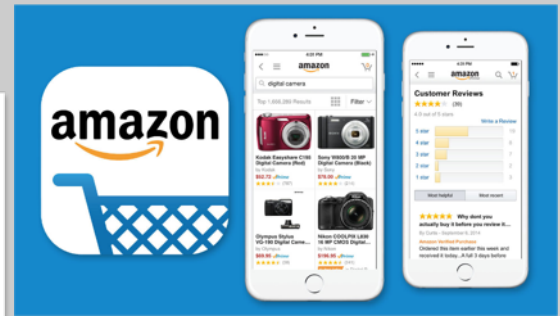


Consumers are also connected to the internet on a massive scale, allowing for Lavender Homes to be in the right area in order to reach these consumers.

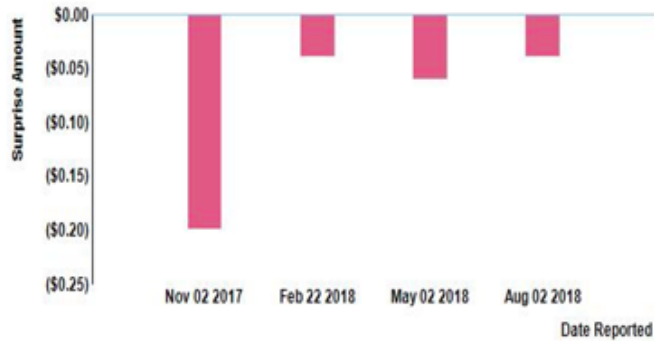


## Top Competitors

- Wayfair
- Amazon (Home Decor)
- Overstock
- Houzz
- Ikea



## Quarterly Earnings Surprise Amount



# wayfair.com




Wayfair is a leading company in the home décor marketplace, with stock on the rise in the last year, therefore Lavender Homes will have to differentiate from Wayfair in order to remain competitive in the marketplace.

<https://www.nasdaq.com/g00/symbol/w/earnings-surprise?i10c.encReferrer=&i10c.ua=1&i10c.dv=14>

<https://www.marketwatch.com/investing/stock/w>



# amazon




Amazon is also a dominant force, garnering nearly one third of home décor buyers.





# Competitor's Social Media Presence



Competitors are using social platforms such as Instagram, Facebook, and Pinterest to promote their products. They present information on sales with daily inspiration of styles and trends with links to purchase.



wayfair  Follow

2,363 posts 859k followers 648 following

**Wayfair**  
A zillion photos of a zillion things home. Share your style w/ us using #wayfairathome & you could be featured! Guidelines/Shop our feed: [cur.it/2iUyoj3](https://cur.it/2iUyoj3)



ikeausa  Follow

1,903 posts 1.7m followers 41 following

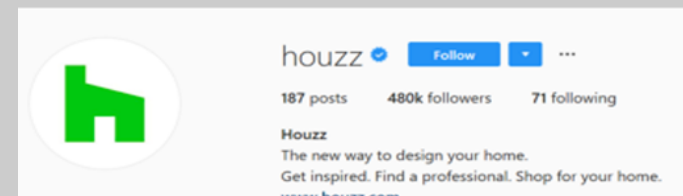
**IKEA USA**  
Official Instagram for IKEA USA – design ideas & solutions to make life at home easier. © Inter IKEA Systems B.V. 2016 Shop our Instagram pictures: [bit.ly/2aY83cc](https://bit.ly/2aY83cc)




overstock  Follow

1,678 posts 183k followers 132 following

**Overstock**  
Share your #overstockstyle for a chance to be featured. [like2buy.curalate.com/overstock](https://like2buy.curalate.com/overstock)



houzz  Follow

187 posts 480k followers 71 following

**Houzz**  
The new way to design your home. Get inspired. Find a professional. Shop for your home. [www.houzz.com](https://www.houzz.com)



facebook

facebook

Home

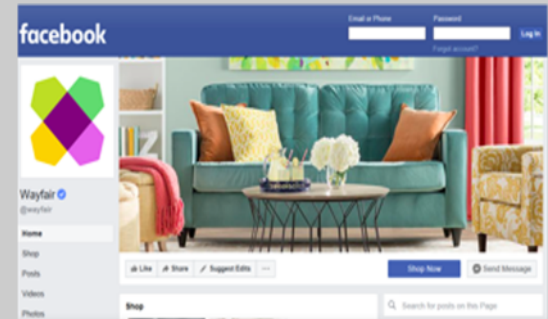
Photos

Videos

Locations


Photos

Search for posts on this Page



facebook

facebook

Wayfair  @wayfair

Home

Shop

Photos

Shop

Search for posts on this Page



# Messaging Strategy

- The competitor's overall key message is to be as personal as possible while ensuring a simple, seamless buying experience



# Talking and Seeing Digital

→ Older generations look to traditional medias for inspiration while younger generations skew towards digital trends.

## Social Media:

- Instagram & Snapchat
  - Visual-based
  - Higher interactions
  - “Stories” perks

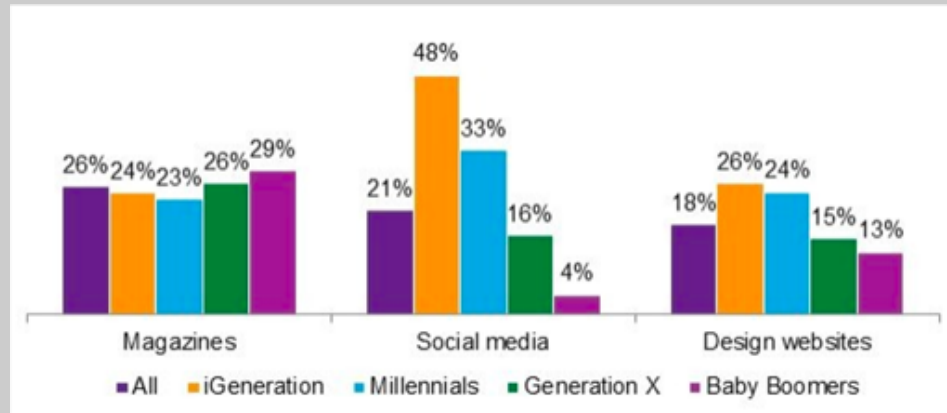


Source: L2 Big Box

## Web Design:

- Personalization
- Editorial content
- Interactive

Source: L2 Big Box

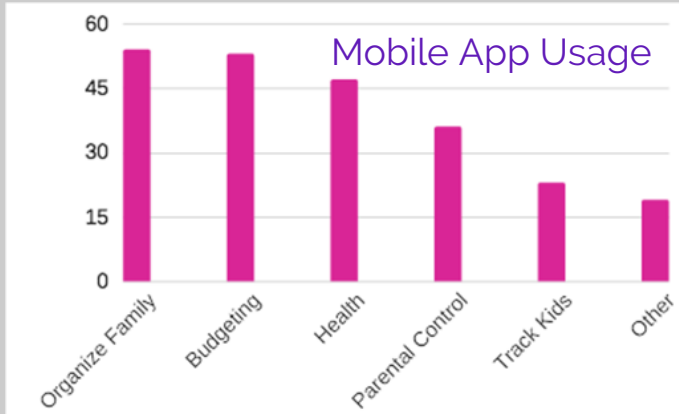
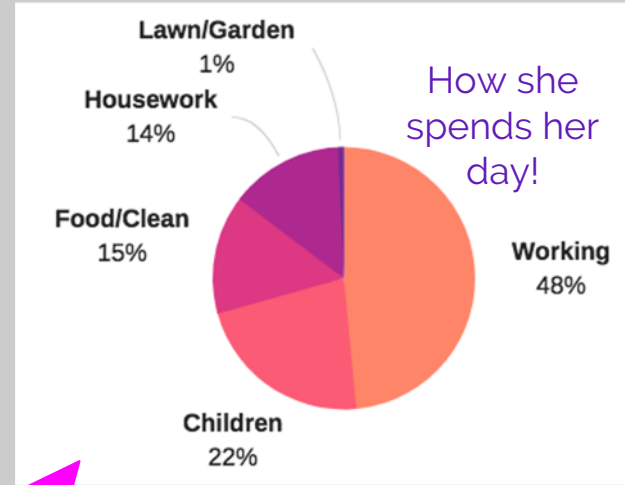


Source: Lightspeed/Mintel



# NEWBIE

**35%** of women visit Instagram, **20%** on Pinterest, **41%** on snapchat multiple times a day



**30%** of women from ages 25-49 read home and decor magazines





## Mr. & Mrs. Smiley

- Newly married
- New home
- Dedicated to DIY projects

1. Getting ready for work.
2. Eats breakfast while checking social apps or reading magazine.
3. Commuting to work on public transportation or car.

Morning

Afternoon

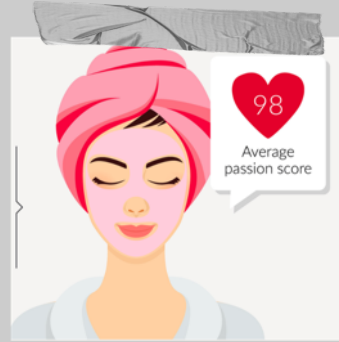
1. At work
2. Checking emails and updating planner.
3. On break checking up on social and doing some personal Google searches

1. Commuting home
2. Prepare dinner,
3. catching up on shows
4. Share Pinterest home ideas with hubby

Evening

1. Chat with family on Whatsapp
2. Read a few pages on Kindle
3. Last social media check before bed.

# The Mom in Charge



53% Get recommendations for kid products/services

55% Connect with other moms

57% Get parenting advice





## Meet Mrs. George

- Married
- Has 2 kids
- Runs "The Cool Mom Blog"

### Afternoon

### Evening

### Morning

- Checking weather app
- Starting "To-Do" list

- Works out and does yoga using mobile apps
- Cleans up the house
- Checking up with influencers on Pinterest and Instagram for blog inspiration

- Makes Dinner
- Helps kids with homework

## Mrs. George's Day

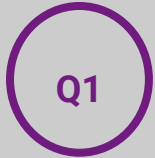
- Makes breakfast and gets kids ready for school
- Listens to radio on the way to dropping kids off

- Looks up dinner recipes
- Picks kids up from school

- Watches Hulu to catch up on Real Housewives
- Last social media check



# What the year looks like



## Tax Season

Attract those trying to leverage their return money to make home improvements.



## Spring Madness

Guerrilla marketing mix to snag the spring cleaners and new homeowners.



## Summer Renovations

Time for bbqs, backyard and pool parties.



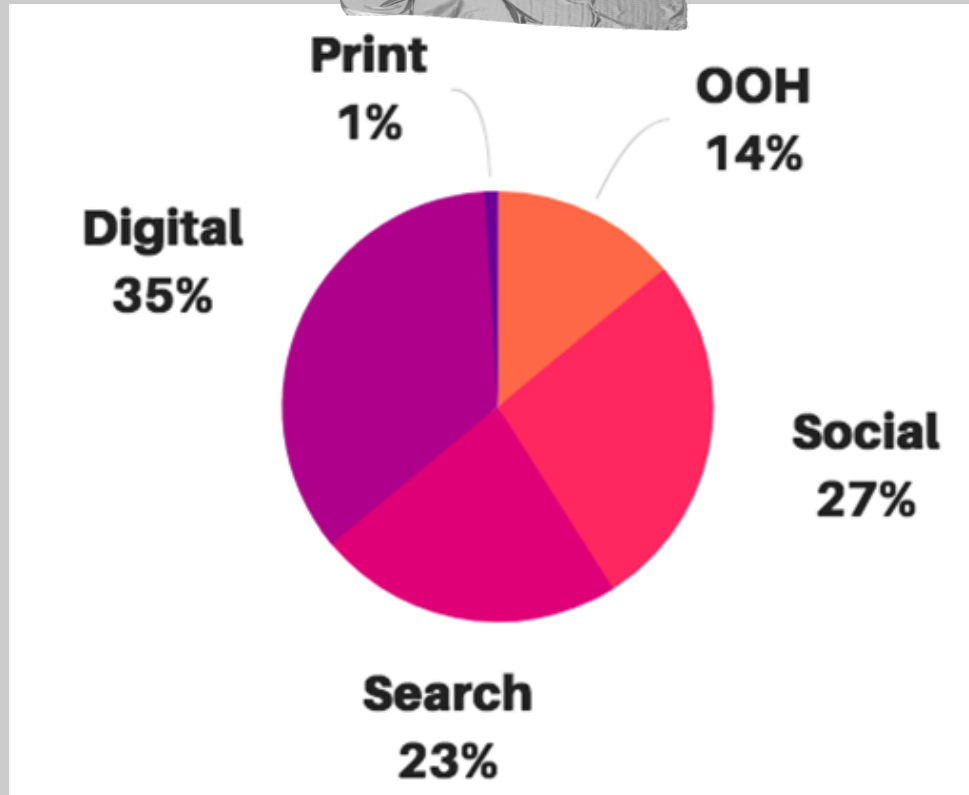
## Happy Holidays!

The holidays will be centered around





# Budget



# PRINT



# OOH



- ➔ Mall Advertisements
- ➔ Billboard Advertisements
- ➔ Airport Advertisements
- ➔ Transportation Advertisements

# Digital

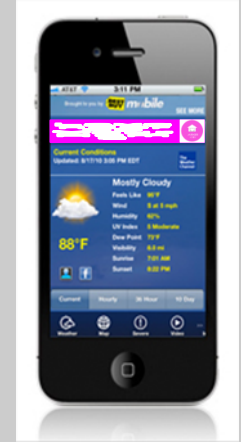
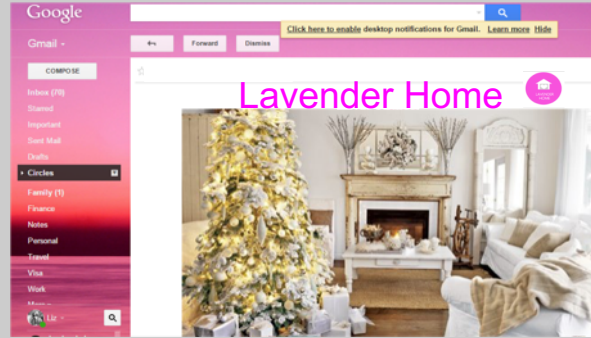


Weather  
Application

Email

Banner Ads

Streaming Ads

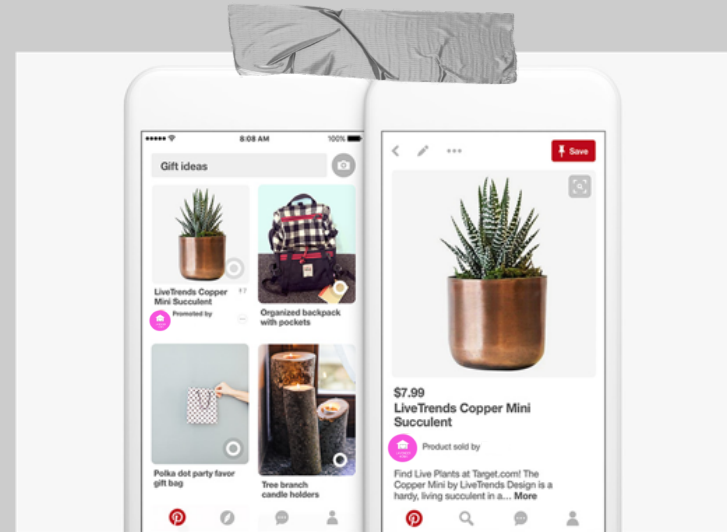
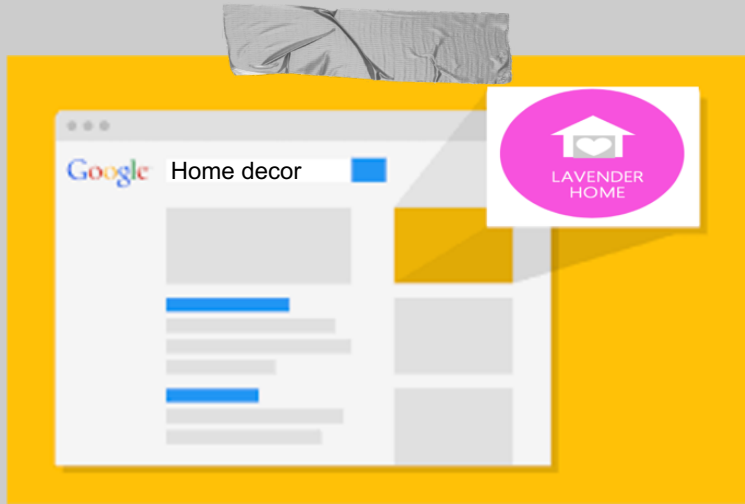


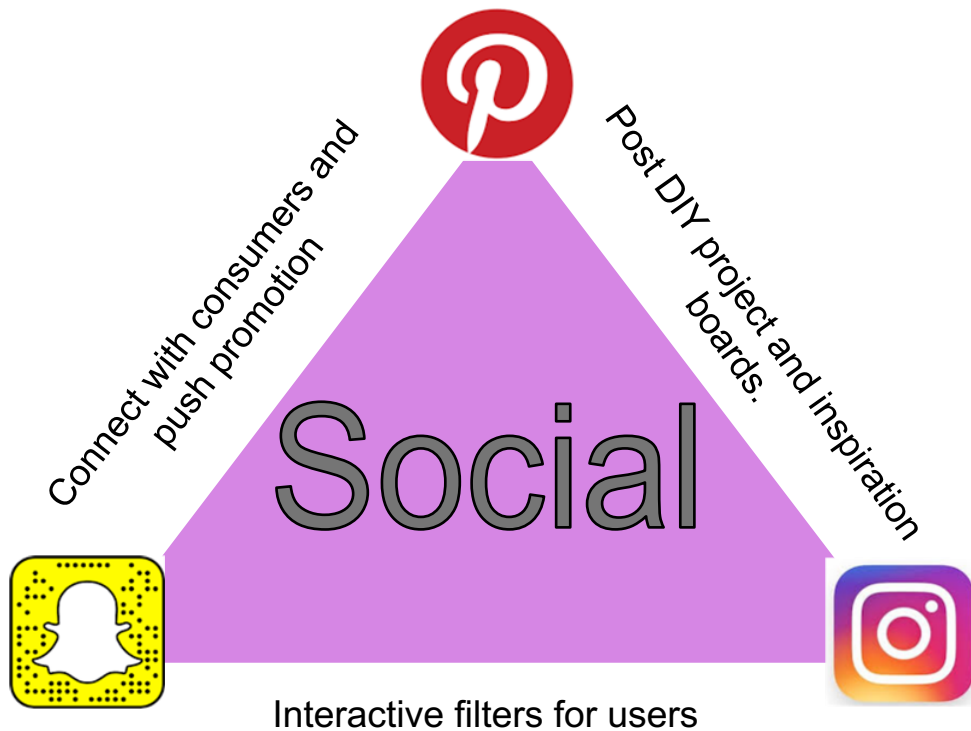
hulu

NETFLIX



# SEARCH





# Lavender Home is moving!

	Q1			Q2			Q3			Q4		
	January	February	March	April	May	June	July	August	September	October	November	December
Social	[Solid purple bar]											
Digital	[Solid purple bar]											
Search	[Solid purple bar]											
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Print	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]	[Solid purple bar]



# The Innovation of Augmented Reality

→ Competitors like Amazon, are incorporating augmented features to their own applications for unique user experiences. The app can access your camera and can virtually insert furniture or objects into the frame.

**We tried Amazon's new feature that lets you virtually try out furniture before you buy it — and we saw how it could change how you shop online**

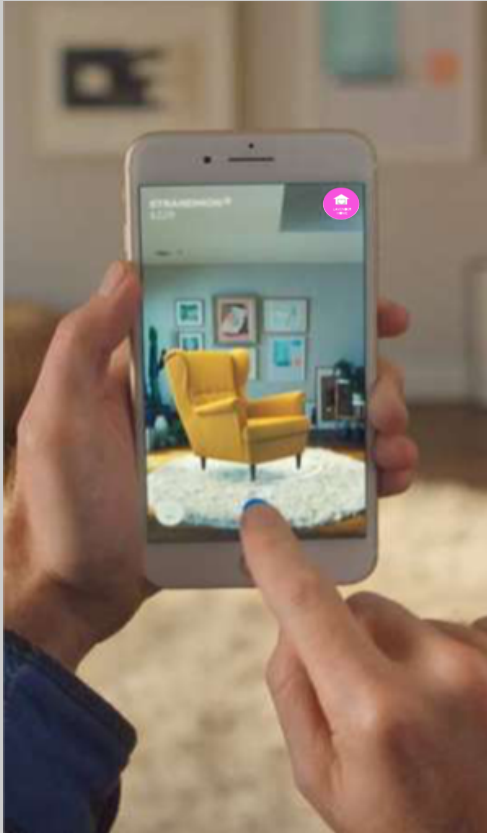
Mark Matousek Nov 6, 2017 12:35 PM



Amazon's new augmented reality feature allows customers to see what some products will look like in their homes. Amazon



# Augmented Reality Fights Through The Clutter



- Customers can virtually transport products into their space with in app AR experience
- Share their experience with followers on social media with AR lens



# Thank You!

