



# strategic marketing & online



[choicesflooring.com.au](http://choicesflooring.com.au)



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**Jason Verstak**

Group Manager - Marketing

+61 498 136 395

jverstak@choicesflooring.com

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## brand & advertising



**Jaya Duggal**

National Marketing Coordinator

jduggal@choicesflooring.com



**Briony Kovacs**

National Marketing Assistant

bkovacs@choicesflooring.com

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## design & multimedia



**Kim Ong**

Design Manager

kong@choicesflooring.com



**Matthew Herten**

Graphic & Multimedia Manager

mherten@choicesflooring.com

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## online



**Ingrid Powell**

Digital Manager

+61 407 539 495

ipowell@choicesflooring.com



**Sebastian Bonnet**

Digital Marketing Coordinator

sbonnet@choicesflooring.com

meet the  
marketing &  
online team

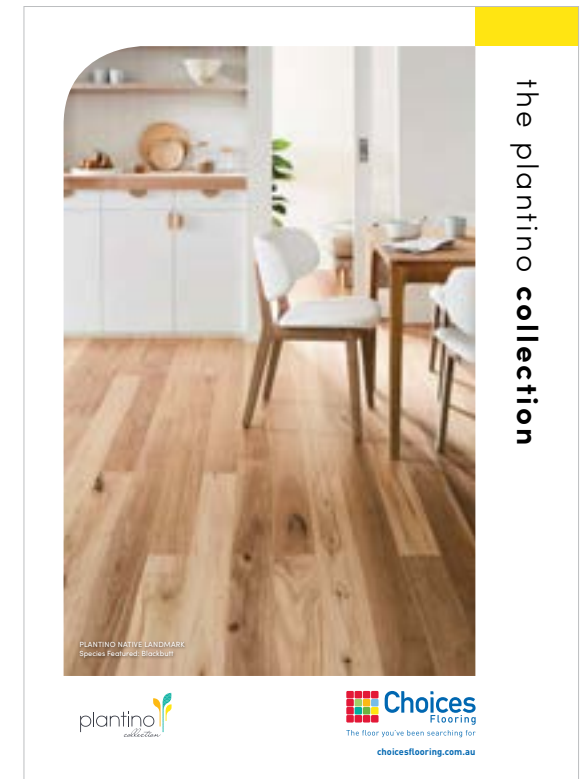
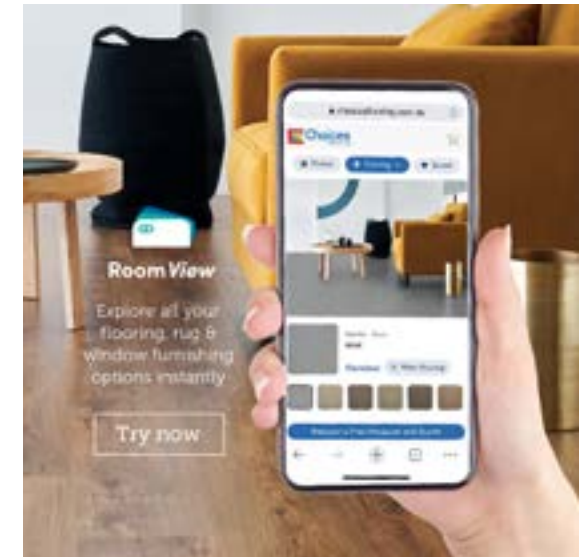


# in-house design team

In early 2013, the Marketing & Online Team implemented two major marketing initiatives – the introduction of a Design Team and the Choices Flooring brand enhancement.

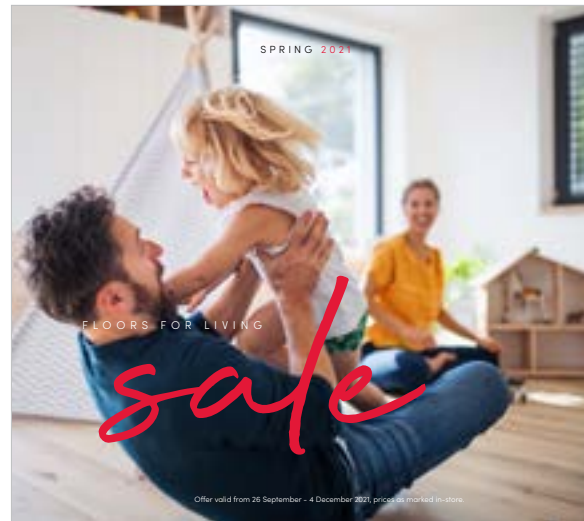
Our in-house Design Team is made up of multimedia, photographic and graphic design capabilities, giving us the ability to progressively enhance the Choices Flooring brand and ensure it is represented to the highest quality across all marketing and communication mediums, including TV, radio, press, online and in-store.

Our dedicated marketers and designers on staff mean we not only save time and money, we also have an intimate understanding of the industry as opposed to outside agencies.





what's  
your lifestyle? **SALE**  
now on



Terms and conditions apply, see [choicesflooring.com](https://choicesflooring.com) for details. Prices as marked in-store, offer valid from 21 February - 30 April 2021.

View our Floors for Living Sale at [choicesflooring.com.au](https://choicesflooring.com.au), or visit our local showroom.  
With a range of savings on carpet, timber, laminate, luxury vinyl, rigid/hybrid, rugs and window furnishings you're sure to find the decorating solution you've been searching for.

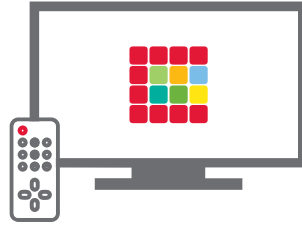
**Choices Flooring**  
**Helensvale**  
10/178 Siganto Drive, Helensvale  
5580 0711  
[choicesflooring.com.au](https://choicesflooring.com.au)

only available at

**Choices**  
Flooring  
The floor you've been searching for

traditional  
media

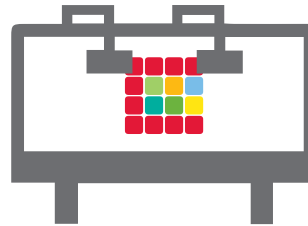
strong  
brand with  
strong call  
to actions



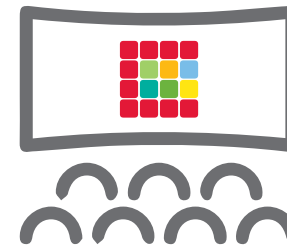
free to air (fta) television



Radio



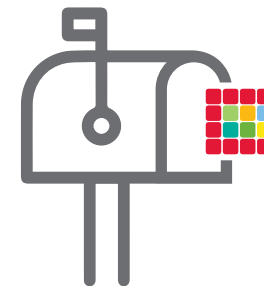
outdoor media



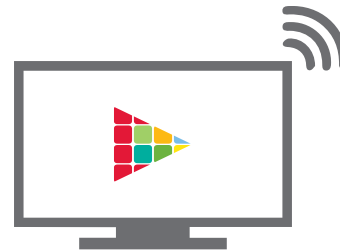
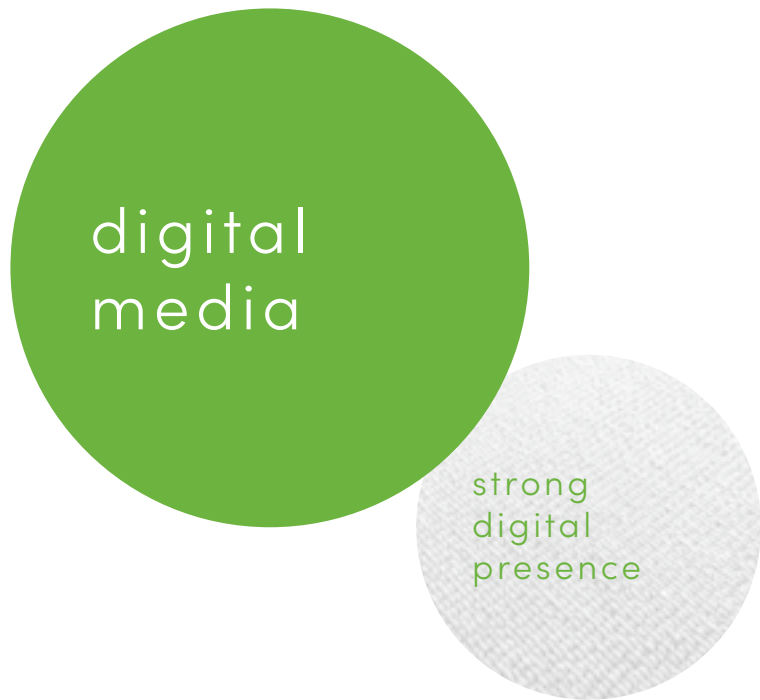
cinema



press



local area marketing



broadcast video on demand (bvod)



voice activated services

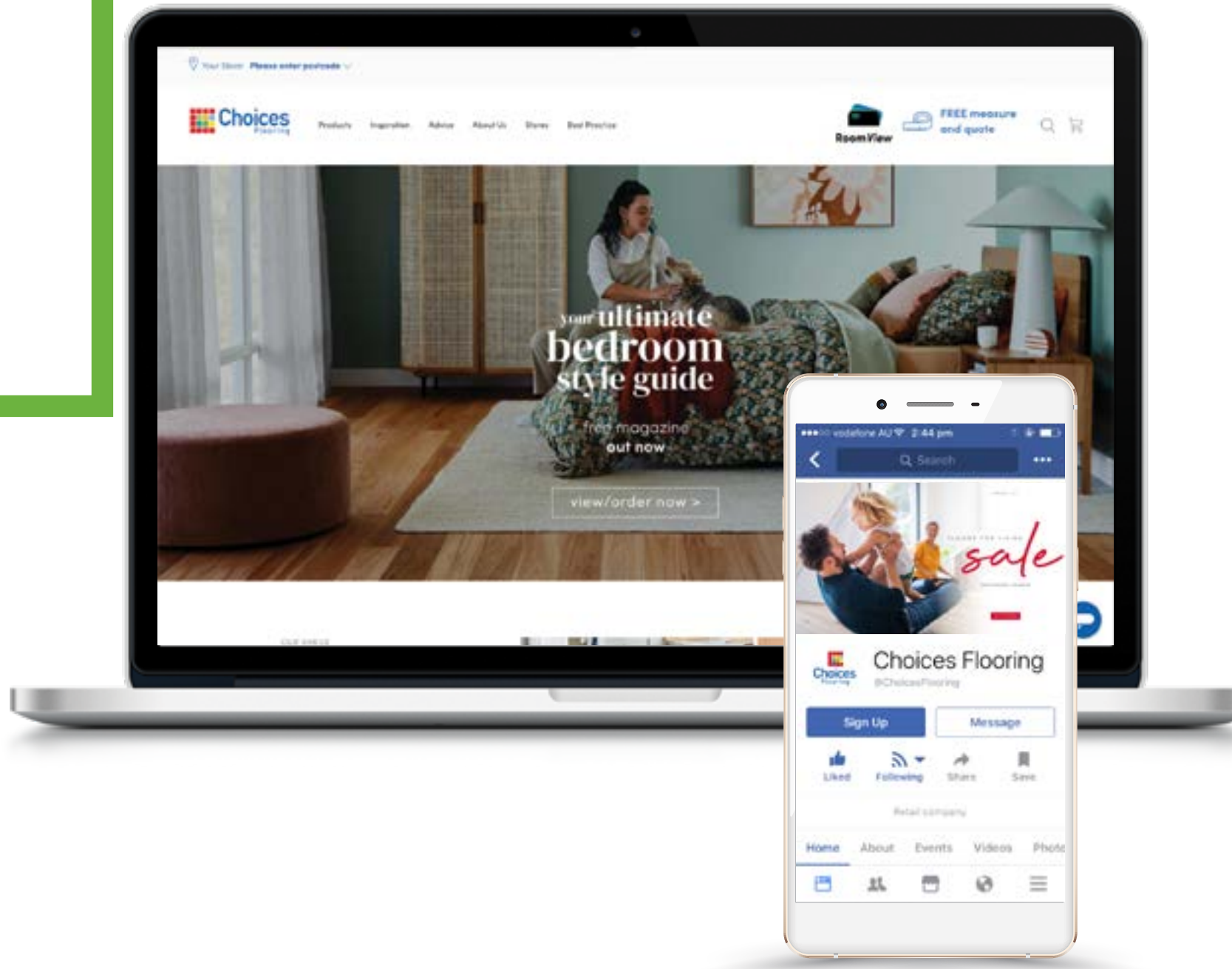


customer relationship management



campaign management

# digital media

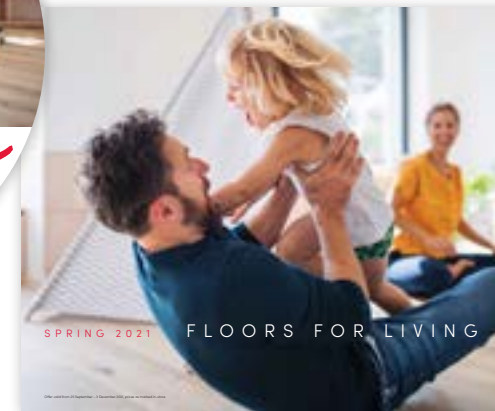
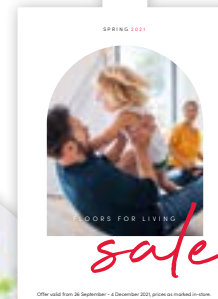






POS pack items  
including hanging  
posters, door sticker  
and product wobblers

in-store  
pos



sale

magazines

CARPET | TIMBER | LAMINATE | LUXURY VINYL | RUGS | WINDOW FURNISHINGS

SPRING 2021

FLOORS FOR LIVING

*sale* ON NOW

choicesflooring.com.au

 **Choices**  
Flooring



strong magazine presence

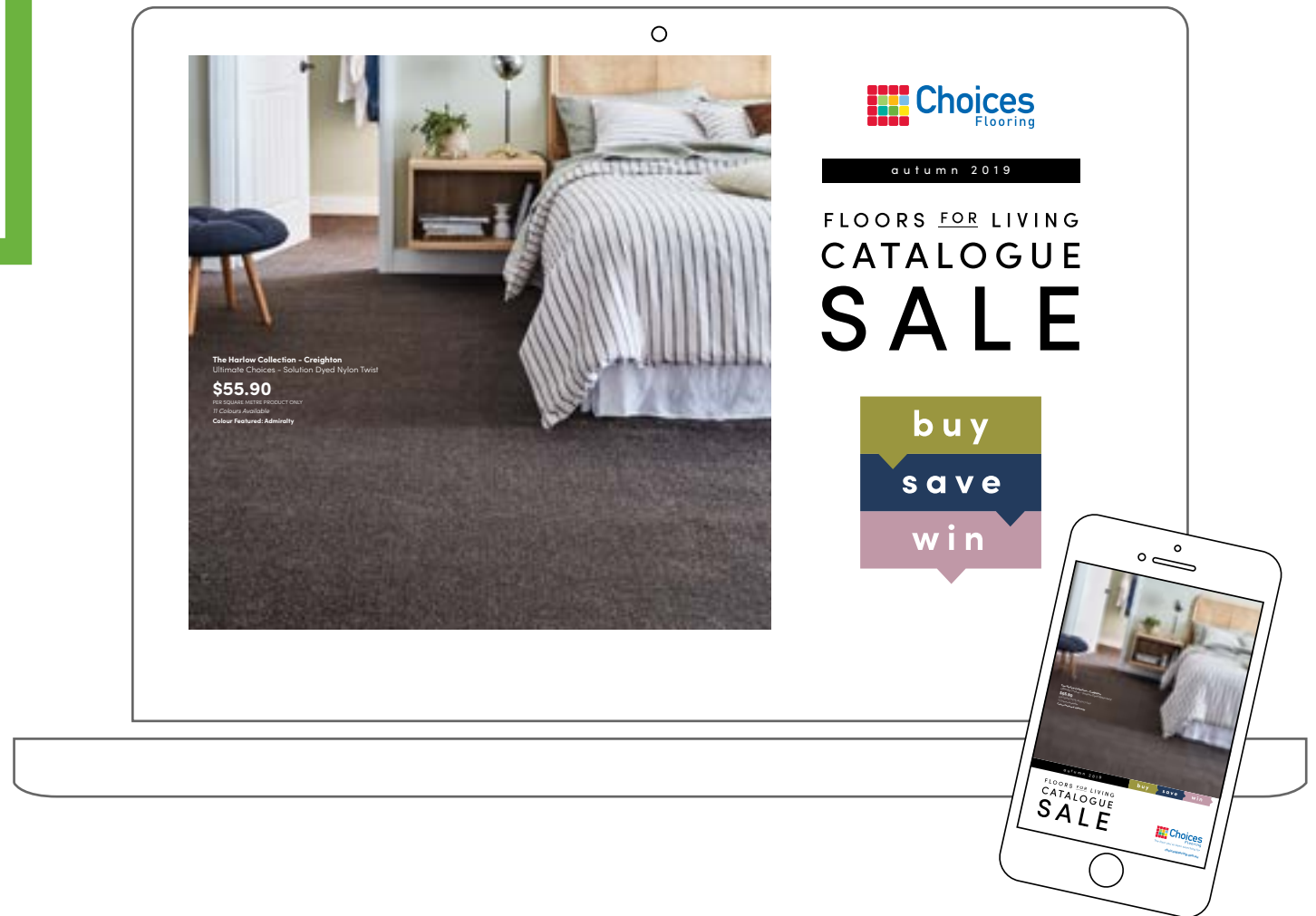




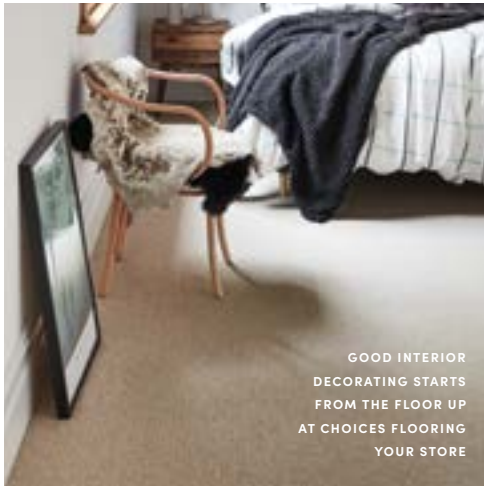
# online catalogues

60,000+  
visitors to the  
online catalogue  
each campaign

includes exclusive  
products







## local area marketing (LAM) plans

LAM plans highlight a variety of marketing initiatives, from the most simple to the most complex.



## personalised LAM plans

Personalised LAM plans propose the most effective media channels, tools and promotional ideas to achieve each member's goal (branding or sale).



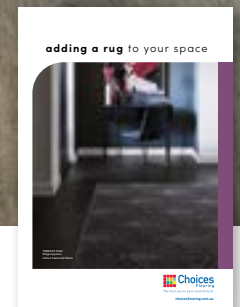
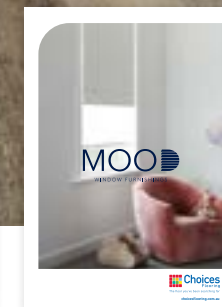
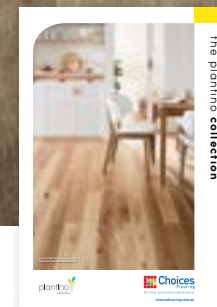
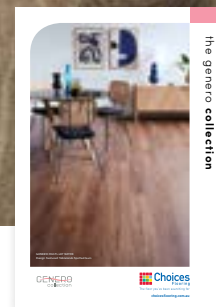
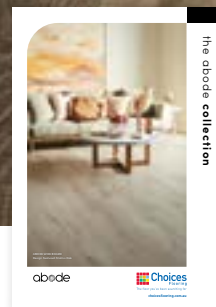
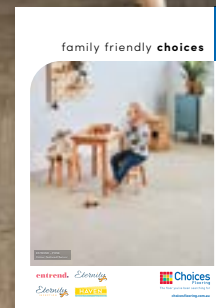
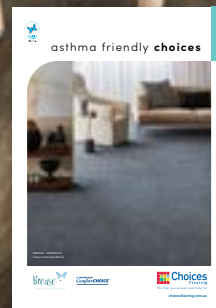
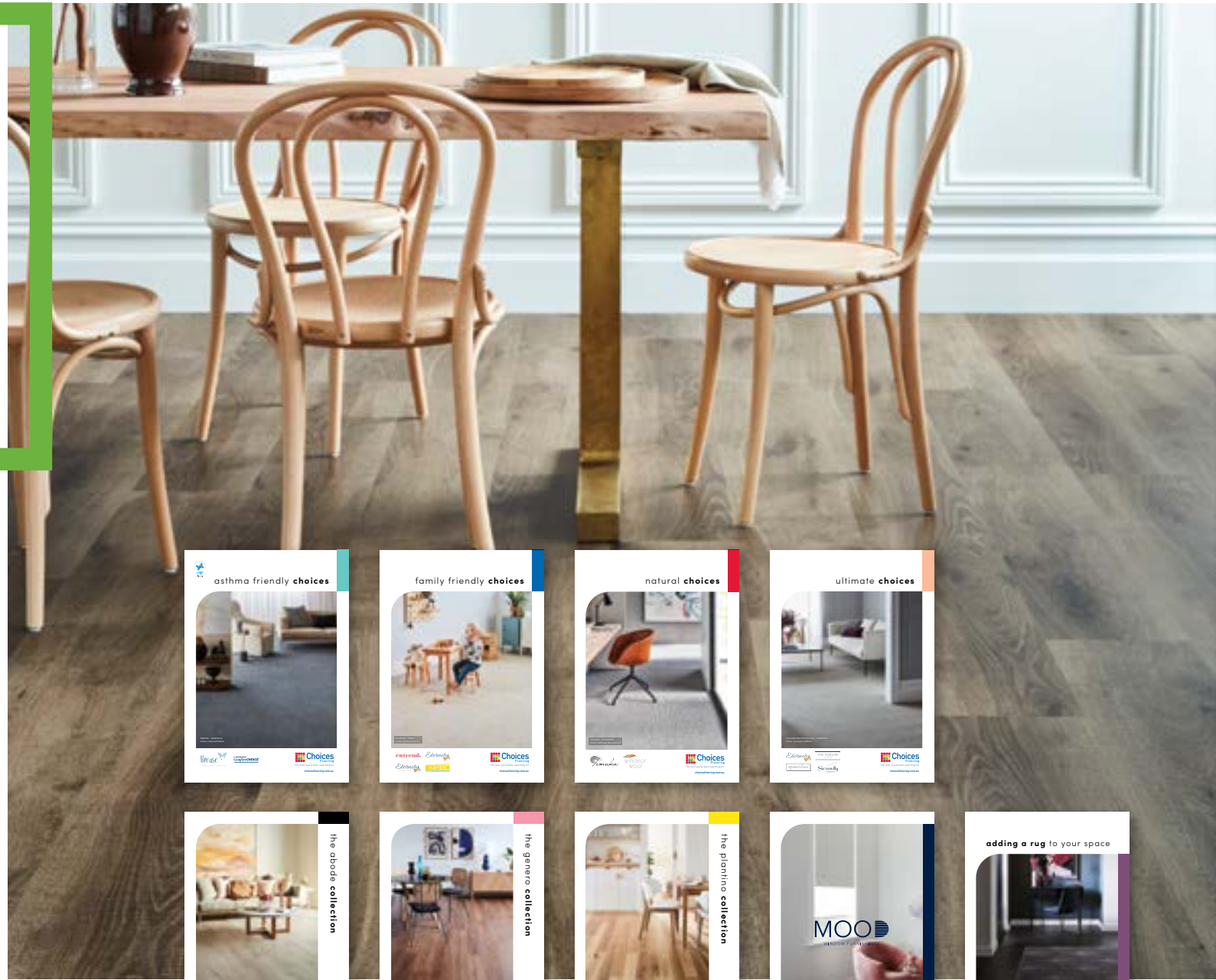
## store opening marketing plans

Store opening marketing plans provide new members with an overview of marketing material and ideas to drive consumers in-store. These plans cover areas such as our target markets, national and regional media activity, individual Primary Marketing Areas (PMAs), stationery, uniforms, online store profile page and local area marketing ideas.

# local area marketing

72 full colour campaign ads scheduled in selected metro and regional newspapers throughout F'21

# product marketing



## carpet



entrend.

Eternity

Eternity  
INCEPTION

HAVEN

Serenity  
collection

RENDEZVOUS

Temuka

THE HARLOW  
COLLECTION

windsor  
wool

## hard flooring

### abode collection

abode  
alpha

abode  
classic

abode  
coastal

abode  
elevate

abode  
grace

abode  
grande

abode  
noble

abode  
prime

abode  
wide board

### genero collection

GENERO  
coastal

GENERO  
deluxe

GENERO  
design

GENERO  
design  
plus

GENERO  
design platinum

GENERO  
longboard

GENERO  
multi-lay  
wide board

GENERO  
zenith

### plantino collection

plantino engineered oak  
boardwalk  
chevron

plantino engineered oak  
boardwalk  
herringbone

plantino  
native  
landmark

plantino  
native  
memento

plantino  
laminare  
aqua

plantino  
laminare  
endurance

plantino  
laminare  
fraser

plantino  
laminare  
noosa

plantino engineered  
timber  
first floors

plantino engineered  
oak  
elemental

plantino engineered  
oak  
royale

plantino engineered  
oak  
regal

plantino engineered  
oak  
wide board

## underlay

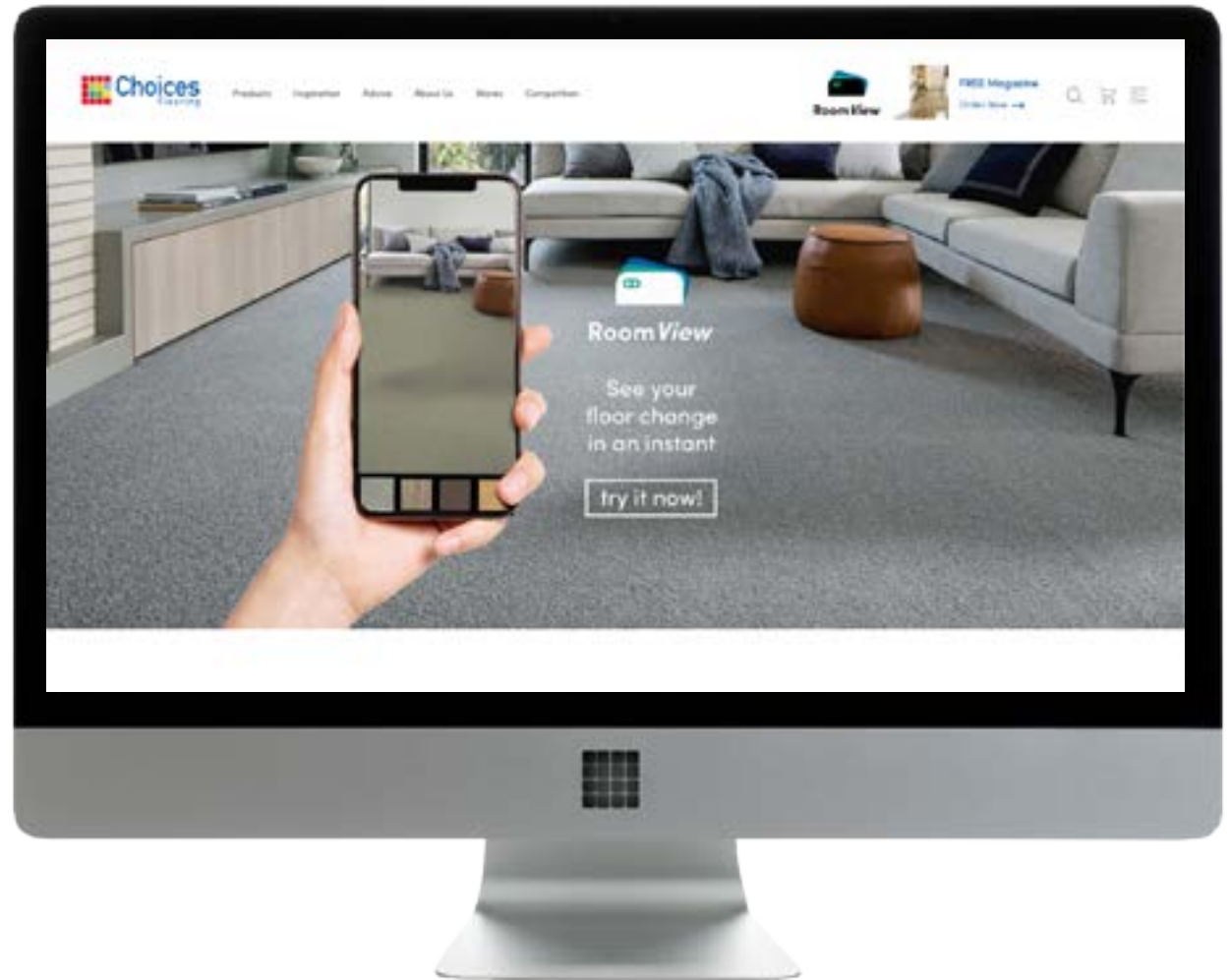
DUNLOP  
ComfortCHOICE®

## window furnishings

MOOD  
COLLECTION by CHOICES FLOORING

exclusive  
brands

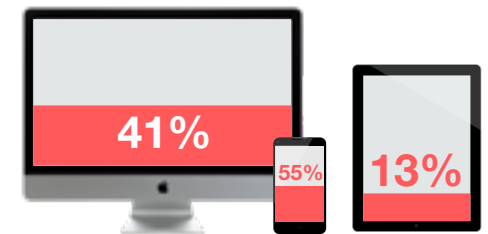
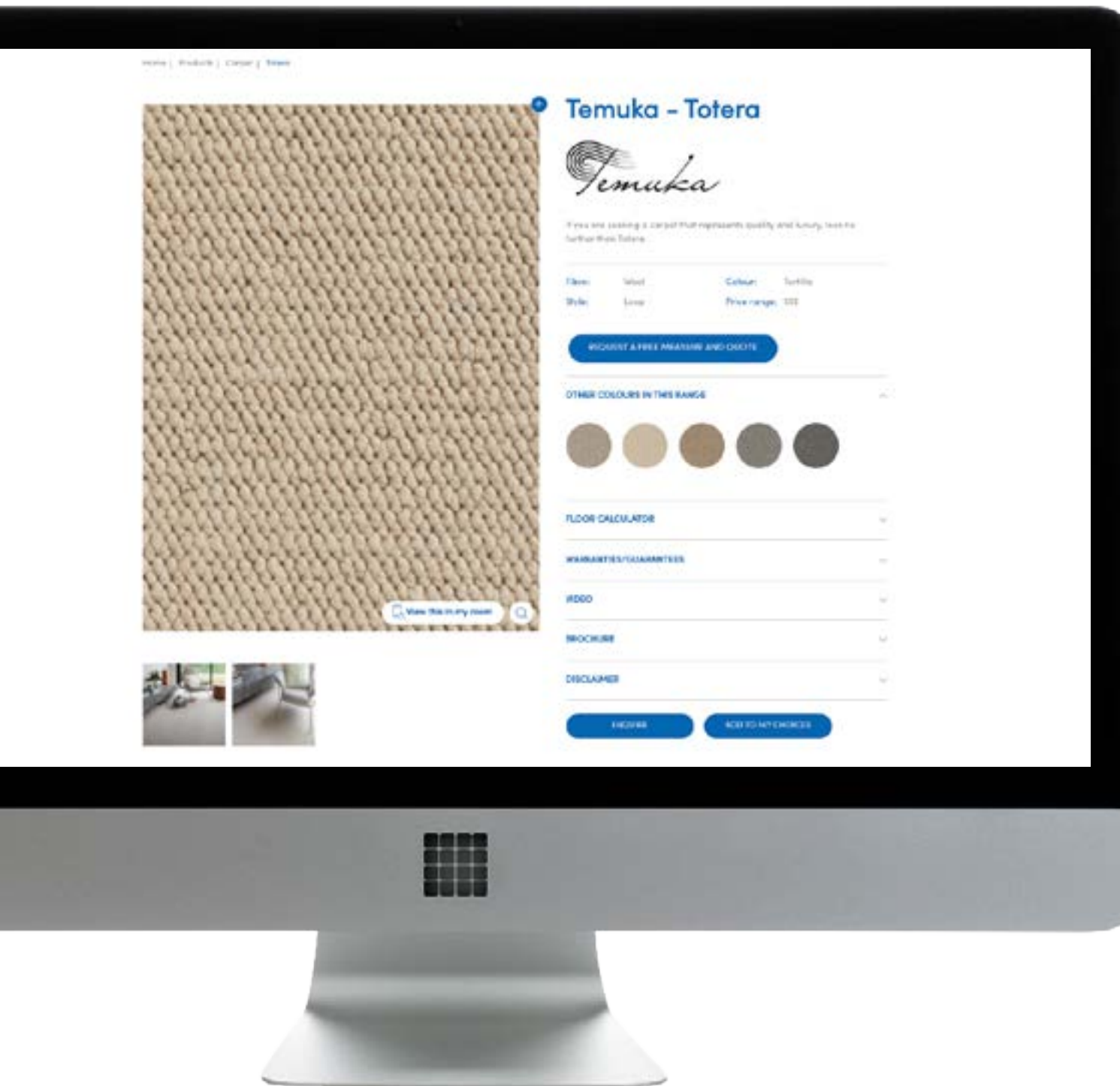
# online marketing



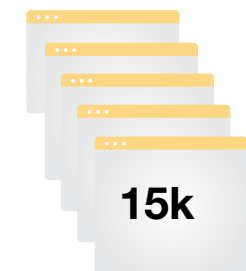
over  
**1.8m**  
unique visitors to  
**choicesflooring.com**  
each year

over  
**50,000**  
Choices Flooring  
email newsletter  
(eDM) **subscribers**

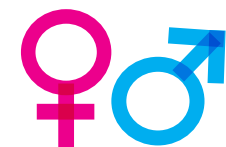




percentage of traffic  
per device



15,000+  
website leads sent  
per year



58% women/  
42% male  
audience

# social media & eDMs



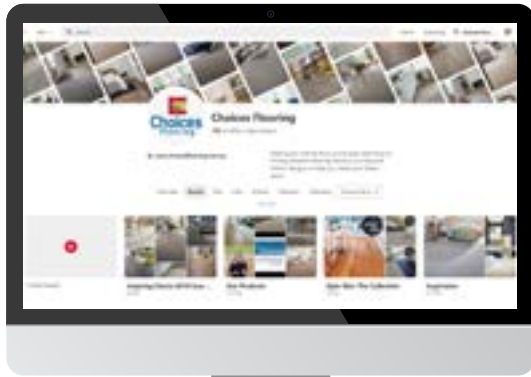
28,000+  
facebook followers



RoomView

1M+

images uploaded  
per month

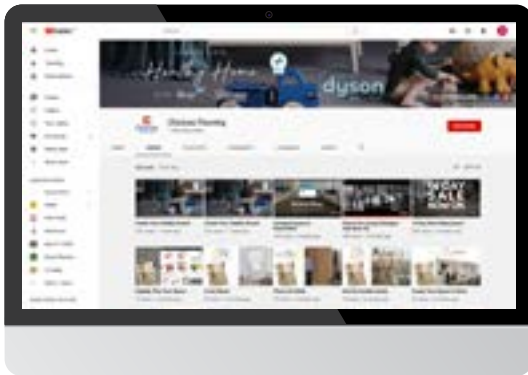


101.6K+  
monthly views on  
pinterest



eDM=  
electronic  
direct mail

fortnightly  
eDMs sent to database

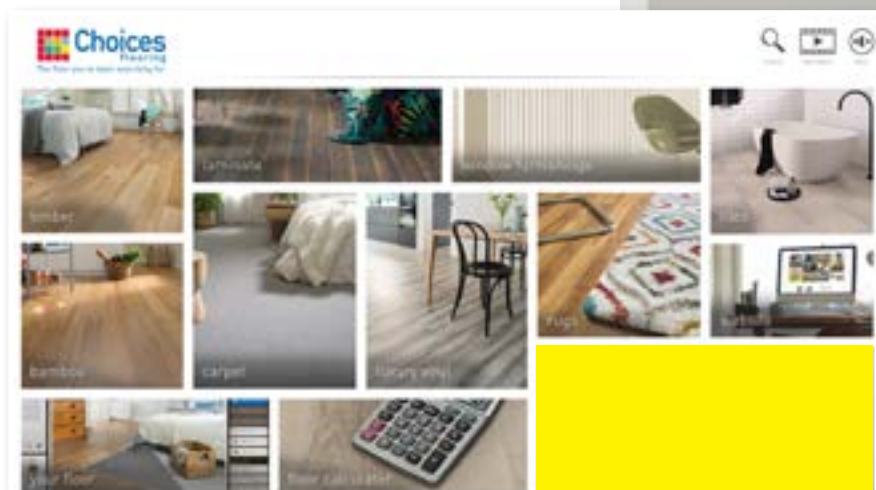


10.3m  
youtube views

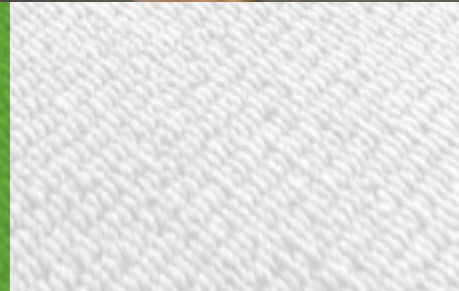


12.9K+  
instagram followers

# inspiration station



the latest  
innovation in touch  
screen technology





The background image shows the interior of a Choices Flooring store. On the wall, there is a large logo for 'Choices Flooring' with a colorful grid icon above the text. To the left, a digital screen displays 'GET INSPIRED' and 'INSPIRING IDEAS'. Several framed samples of different flooring materials are mounted on the wall.

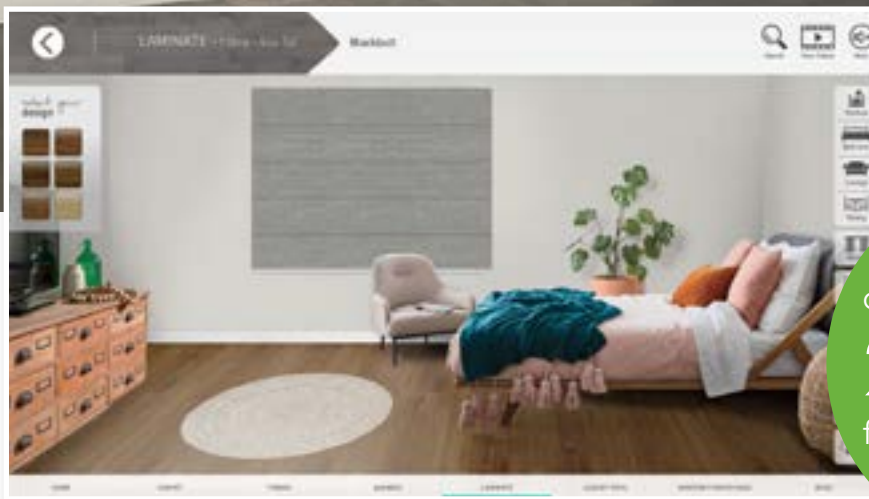
# Choices Flooring

a first  
in the Australian  
retail flooring  
industry



create your  
perfect room

over  
2,500  
flooring options



# network development







communications

Style Flooring & Interiors Newsletter | Summer 2022

# the good yarn

2022 Update and News

**Choices**  
Flooring  
The floor you've been searching for

marketing & online  
update

#### What's included in this update:

- Temuka campaign checklist
- Fremantle Docklands membership offer
- Upcoming campaign: 18-day sale



#### Temuka campaign checklist

With our Temuka Campaign officially launching yesterday, here's our recommendations on what you can do to maximise this campaign in your local area:

- Book any local press or radio advertisements and email us of any material you require at least seven working days prior to the due date (see page 12 of your Member Information Booklet).
- Ensure you have samples of the products featured within the Temuka campaign (see pages 4 & 5 of your Member Information Booklet).
- Display your Temuka campaign POS material in your showroom (see pages 6 & 7 of your Member Information Booklet).
- Update your On Hold Message (see page 12 of your Member Information Booklet).
- Add the Temuka campaign banner to your email signature (see page 15 of your Member Information Booklet).
- Request personalised Care and/or support artwork (see page 13 of your Member Information Booklet).
- Review customers of Temuka-carpeted that are suited to their lifestyle (see pages 4 & 5 of your Member Information Booklet).

For more information, please contact **Andrew Verstak** at Central Office on (03) 9850 9311

style  
FLOORING  
& INTERIORS





gaining the **edge**

MELBOURNE 20-22 August 2017

network  
events



commercial

Choices Flooring **Your Store**  
your flooring specialists

an estimated  
**\$20m**  
in floor  
covering  
replacement  
work each year



choicesflooring.com

 **Choices**  
Flooring  
The floor you've been searching for  
choicesflooring.com.au



Flooring proudly supplied by

 **Choices**  
Flooring

The floor you've been searching for

choicesflooring.com

our customers include





# information systems



## benefits of the bos system



### measuring & estimating

Saving time, use a Laser Measurer on your tablet to quickly draw a floor plan, overlay the flooring and instantly calculate the quantity of materials required.



### showroom floor

Thanks to tablet mobility, you can take the information to your consumers, enabling you to assist them anywhere in your showroom. By removing the need to ask your consumers to come to an office or sit at a desk, the in-store experience becomes more relaxed and less intimidating.





## quoting & winning sales

Whether inside or out of the showroom, the BOS will allow you to quickly create comprehensive quotes for your consumers, which you can show or email to the consumer, in order to finalise the sale.



## inventory & installation management

No matter where you are, the BOS allows you to check inventory and manage installations from any location. The BOS also allows you to send work orders to your Installers, so they can review their specific jobs online at any time.



## financial management

Integrated with MYOB for a seamless transfer of information on sales into the Accounting System, the BOS will also save your team significant data entry time.



The floor you've been searching for

[choicesflooring.com](https://choicesflooring.com)

Information correct at time of printing (March 2022)