

CHOICES FLOORING BRENDALE

relaunch relocation plan

JULY 2022



choicesflooring.com.au



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overview

This relocation plan aims to highlight numerous local area marketing strategies for the Choices Flooring Brendale store. Moving to a new location to accommodate business expansion is what every business dreams of. It does, however come with its fair share of challenges, like disruption of business when you move, potential inconvenience to some customers and employees. With ample pre-planning and your team's ability to thoroughly manage the move, Choices Flooring Brendale will eventually tackle all these challenges very effectively.

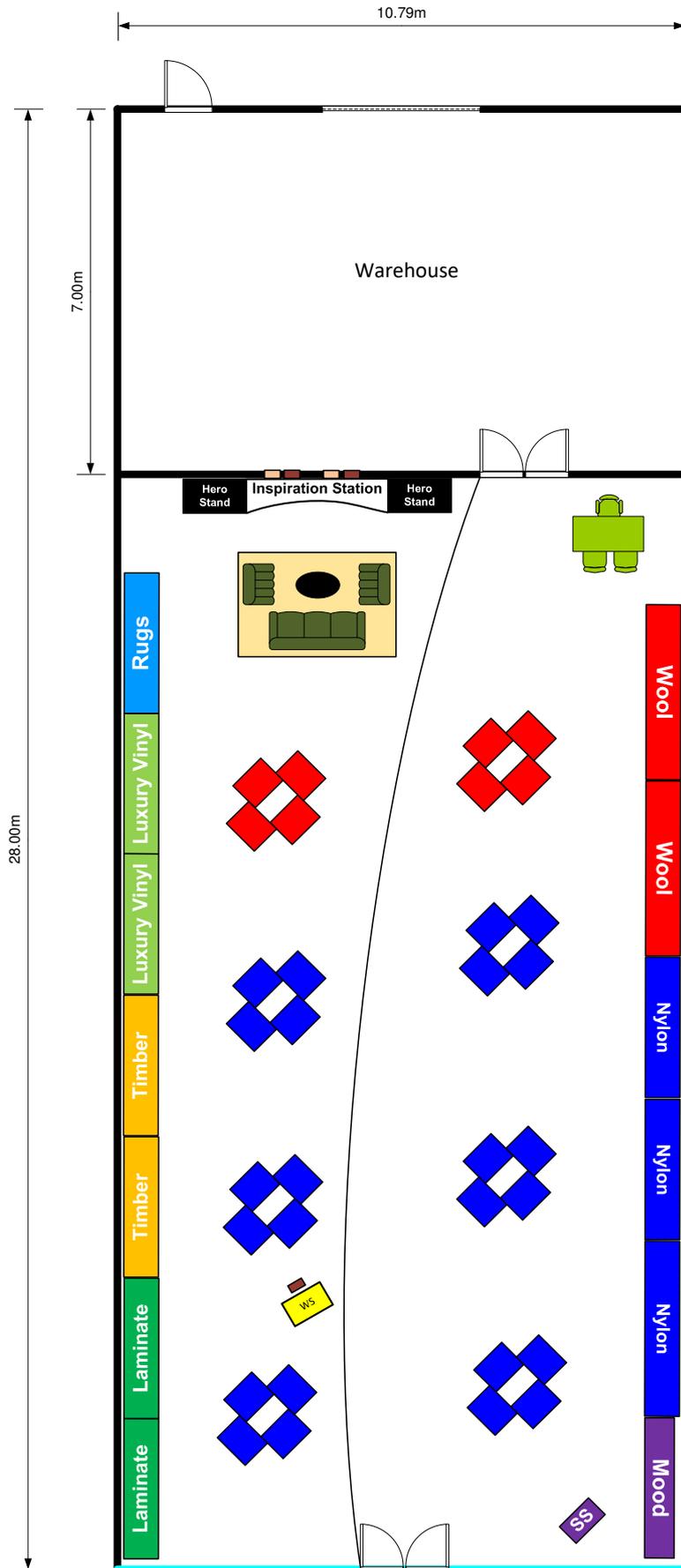
This plan highlights a variety of marketing strategies and mediums, from the simplest to complex and varying spending budgets. The intention of these strategies, when implemented - is to raise awareness in the local community that the store is on the move with the same team, from its current Bald Hills location to a new location in Brendale.

This plan encompasses an integrated marketing campaign which will cover traditional and online marketing mediums to reach its intended audience and customers. There can be some initiatives which can be done prior to the move taking place and a few after the move. Such as real estate signboards outside the store site in Bald Hills, store teaser sign at Brendale, messages on hold, updates to all business stationery to be done before the move, drop card distribution to the full PMA (prime marketing area), eDM's, eSignatures, Google Adwords, social media posts, advertising in cinemas and digital screens can be looked post move.

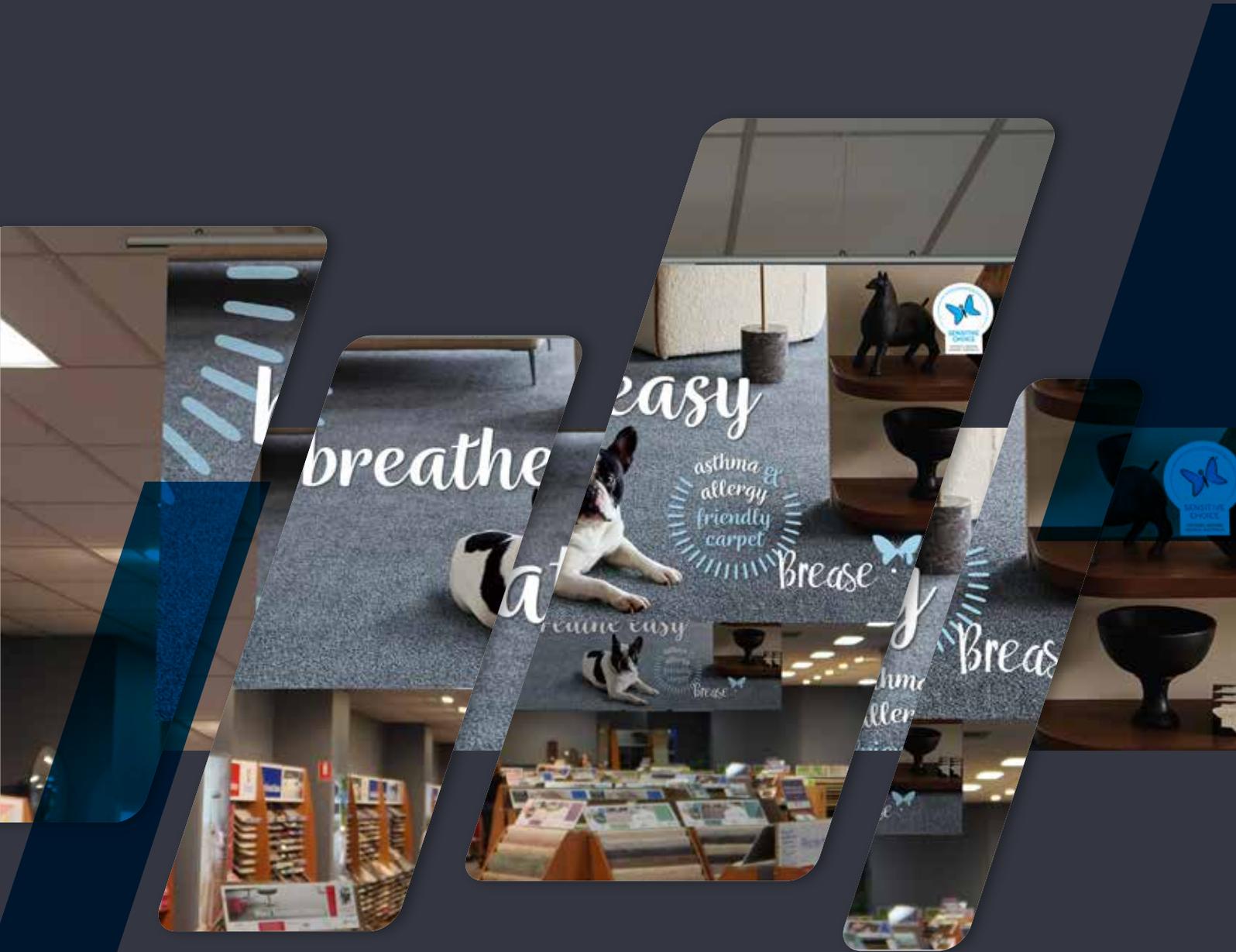
A good part of this suggested plan is focused on post move. Since the store has been in the Bald Hills location for ten years, it would need new strategies to generate novel foot traffic in the store's new location.

All of these recommended initiatives are aimed for Choices Flooring Brendale to gain a strong foothold in a new market. All costs associated for these marketing initiatives, indicated throughout the plan are correct at the time the plan was written.

current store layout

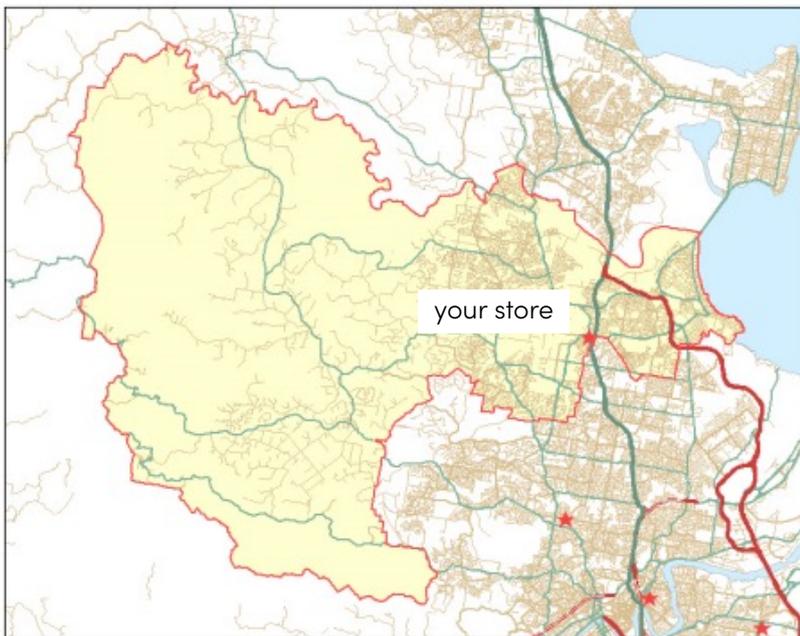


media plan



prime marketing area

Your prime marketing area, are all the suburbs you can actively market into in. You own these suburbs as part of your membership. All leads, which come through online will be directed to you and your store and for any traditional form of marketing i.e. letter box drops you can actively market to your customers in your PMA.



pma summary data

Postcode	Name	Population	Dwellings
4017	Sandgate	36870	13376
4018	Fitzgibbon	12149	4734
4035	Albany Creek	23668	7922
4036	Bald Hills	6505	2258
4037	Eatons Hill	7976	2391
4500	Strathpine	42435	14088
4501	Lawnton	5655	2119
4502	Petrie	8692	3026
4520	Samford	13202	4059

CAMPAIGN CALENDAR F'23

F'22

June 2022						
S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
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F'23

September 2022						
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November 2022						
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December 2022

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January 2023

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February 2023

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March 2023

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April 2023

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F'23

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July 2023

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August 2023

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September 2023

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October 2023

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November 2023

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December 2023

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31

F'23

June 5 - July 2 Online Campaign - RoomView
July 17 - August 20 Sale Campaign - Abode
September 25 - December 3 Spring Online Catalogue

F'24

January 15 - February 11 TBA
March 5 - May 13 Magalogue
June 4 - June 24 Online Campaign
July 16 - August 19 TBA
September 24 - December 2 Spring Online Catalogue

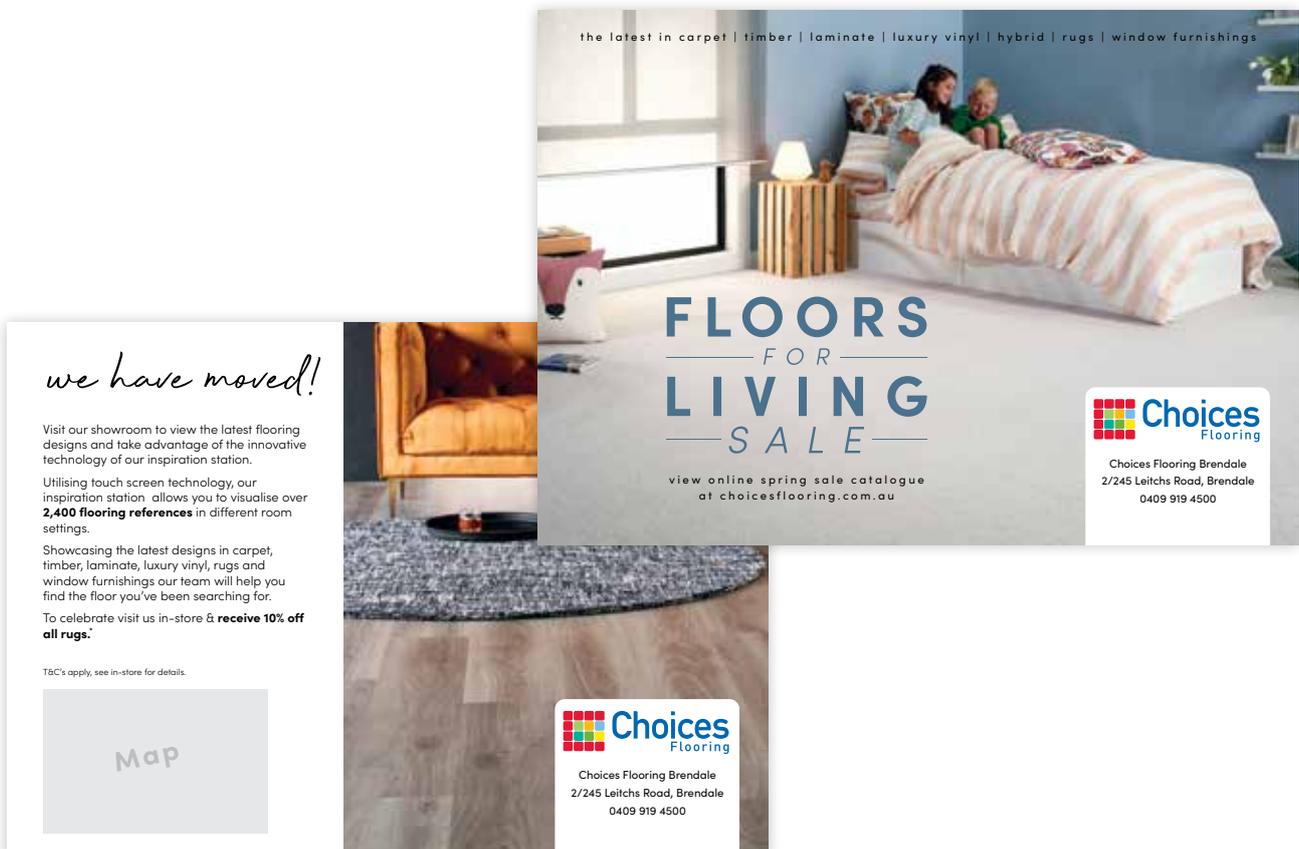
drop cards

Drop cards are a great way to communicate a change in location, announce special offer and promotions in your store. We can create drop cards to promote your new location and reiterate the continuation of Bald Hills store's core value- to help find the floor you've been searching for!

We have suggested a full PMA drop card distribution to reach your entire customers and letting them know about the new store location in Brendale and a call to action to come visit the store with the drop card to avail the offer.

We also suggest leveraging off the upcoming 'Floors for Living' Sale and use this as part of the drop card design. This would entice customers to visit the new store and see the products which are on sale.

Distribution Numbers: 30,969
Print Cost: \$1,796 +GST
Distribution Cost: \$1,242 +GST
Or, if you don't want to do a full PMA, the cost is \$108 per 1,000 household



example drop card shown

outdoor store signage

Store signage to be placed on the front window of the store, to coincide with the Floors for Living sale. We suggest having signage, to allow for maximum exposure to people driving past. The objective is to ensure we are capturing all the customers driving past the store.

Cost: \$170 + GST

Single sided Hanging Banner (3 x 0.6m h)

Digitally Printed on 130g Polyester fabric. Eyelets in each corner.



example signage shown

messages on hold

With an average of 57% of callers being put on hold, research continues to prove that businesses who have an effective on hold message system enhance the consumer experience and have higher conversion rates as opposed to those who have 'dead air', background music or the radio.

The membership continues to embrace our centralised on-hold messaging service provided by Zoo Media, with 98% of Choices Flooring stores having successfully implemented the system.

We suggest having a personalised on hold message for the Brendale store, notifying customers who phone the store and are put on hold. The message will let them know that the Bald Hills store has moved to a new location in Brendale and informing them about the store specific promotion.

Cost: Part of membership costs



radio

A radio is a great way to promote your new location. You can capture an audience of customers, that may not be necessarily tune in to TV and other communication mediums. We suggest having a call to action in a radio ad i.e. new sale/percentage off announcement or a giveaway.

We recommend River 94.9 FM or HIT 100.7 FM & MMM 864 for your new store as it will provide reach across the Choices Flooring Brendale demographic of women aged 25-54. All rates suggested are for a 30 sec spot.

Station:	River 94.9 FM
Network:	ARN
Cost:	\$90
Station:	HIT 100.7 FM & MMM 864
Cost:	\$36

- * All rates are exclusive of GST
- * Core Audience: Women aged 25-54 years
- * All booked spots will appear between 6 am – 7 pm (Saturday – Sunday)



River 94.9 FM coverage map



press advertising

Press advertising in your local paper is a good option, to be seen by your customers who read newspapers. Local and community press titles are a great way to connect with your local community.

Courier Mail is a publication that covers your target audience. The size of the ad will determine how much it will cost to publish in these publications. The sizes you can choose from are a quarter and half page.

Publication:	Courier Mail
Published:	All 7 days of the week
Cost:	
Quarter page ad:	\$1,886.80 + GST (Mon – Fri) \$2,264.17 + GST (Sat) \$2,264.17 + GST (Sun)
Half Page ad:	\$3,773.27 + GST (Mon – Fri) \$4,528.35 + GST (Sat) \$5,283 + GST (Sun)
Half Page ad:	\$7,547.16 + GST (Mon -Fri) \$9,056.70 + GST (Sat) \$10,565.98 + GST (Sun)



Choices Flooring has arrived in Brendale!

Visit our showroom to view the latest flooring designs and take advantage of the innovative technology of our inspiration station.

Utilising touch screen technology, our inspiration station allows you to visualise over **2,400 flooring references** in different room settings.

Showcasing the latest designs in carpet, timber, laminate, luxury vinyl, rugs and window furnishings our team will help you find the floor you've been searching for.

To celebrate our new store visit us at Brendale and receive 10% of all rugs!



T&C's apply, see in-store for details.

Visit our showroom:
Choices Flooring Brendale
 Choices Flooring Brendale
 Shop 2/245 Leitchs Road, Brendale
choicesflooring.com.au



example press ad

cinema advertising

Given the relaxation of COVID protocols, cinema has seen great resurgence. The latest stats from media agencies show an 81% jump in booking numbers and how cinemas have again become a preferred option for entertainment since the depths of the economic fallout of the pandemic.

With your store's proximity to Strathpine BC & C Cinema, it is a great opportunity to have your store advertise here. With people heading back to watch movies, it will be great to advertise on this medium.

Location & Timing	Ad length	Total audience (Women aged 25-54)
Strathpine BC & C Cinema	30 sec	16,623

Cost: \$5,000 (Media) + \$1,000 (Production)
Total Audience: 16,623 (Women age group 25-54)
Position: Standard
Timing: 8 weeks (4th August – 22nd September 2022)

Please note, the cinema spends and timings above are a starting point guide and can be worked as per your requirements. Production cost covers DCP conversion for 1 creative. Cinema week commencing dates always commence on a Thursday.



example cinema advertising end frame

outdoor digital board

With more commuters on the roads than ever before, billboard advertising is a great option to promote your business and capture walk by traffic and also drive by motorists.

Outdoor digital billboards are a great tool to raise awareness about your new location. They can allow you to reach more people faster and cheaper than any other mass marketing media. This is a great way to get exposure and build your brand in the Brendale region.

Through Digital billboards you can show a video, change images every 30 seconds, live stream events and show content from social media. These images can be changed remotely as well. Both digital and a classic (static) large format option have been suggested here for you to choose from.

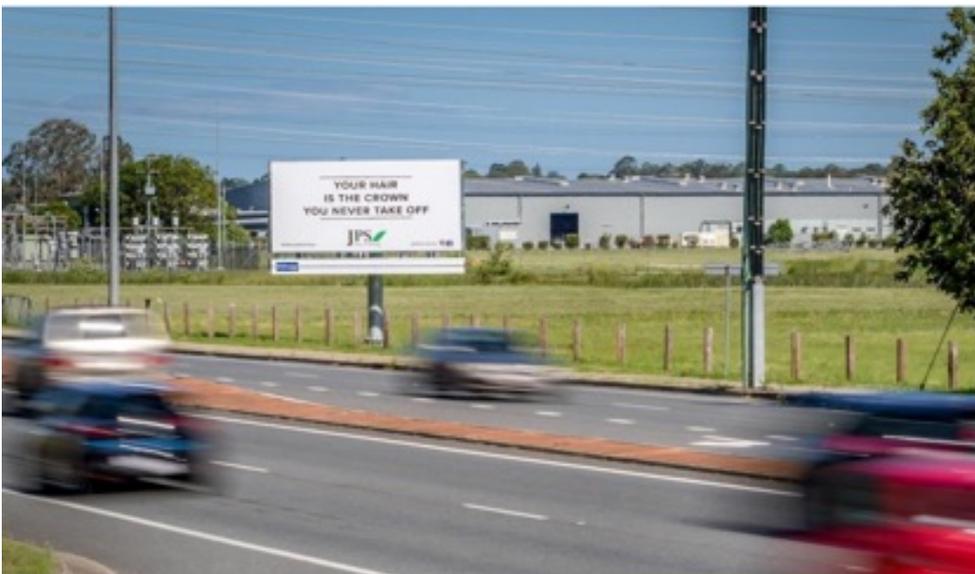
Location:	Bald Hills, 1978 Gympie Road
Frame category:	Digital Landmark
Dimensions:	6 x 3 m (800 x 400 pixels)
Cost:	\$1,000 (Weekly Planning Rate)
Location:	Bald Hills, 1978 Gympie Road (SSP-006N)
Frame category:	Digital Landmark
Dimensions:	6 x 3 m
Cost:	\$4,400 (4 week rate)
Location:	Brendale, South Pine Road
Frame category:	Classic (Statis)
Dimensions:	5.93 x 2.93 m
Cost:	\$1,500 (Planning) + \$900 (Installation) + \$556 (Production)



billboard example



Bald Hills, 1978 Gympie Road
Outbound
6 x 3m



Brendale, South Pine Road
Eastbound
5.93 x 2.93 m

eDM

We suggest sending out an eDM to your entire database and letting all existing and prospective customers know the store's new location and leverage off the upcoming 'Floors for Living' sale. We can use the imagery from the campaign and have an eDM designed for your database of current and potential customers.

Cost:	Part of membership costs
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Choices Flooring has arrived in Brendale at **Shop 2/245 Leitchs Road!**

To celebrate visit in-store & receive **10% off all rugs***

Come in and visit our new showroom:
Choices Flooring Brendale
Shop 2/245 Leitchs Road, Brendale
0000 0000
choicesflooring.com.au

*T&C's apply, see in store for further details

example eDM

eSignature

An eSignature to be placed at the bottom of all your staff email communications reinforcing about the store's new location. It will help not only promoting your store's new location but also the ongoing national and local promotions and at the same time.

This will be for all staff and store emails of the stores alerting customers, suppliers and whomever the store may be in communication with.

Cost:	Part of membership costs
-------	--------------------------

Ben Condon | Owner
Choices Flooring Brendale
Shop 2/245 Leitchs Road,
Brendale QLD 4500

P | 0409 919 574
E | ben.condon@choicesflooring.com.au
W | choicesflooring.com.au

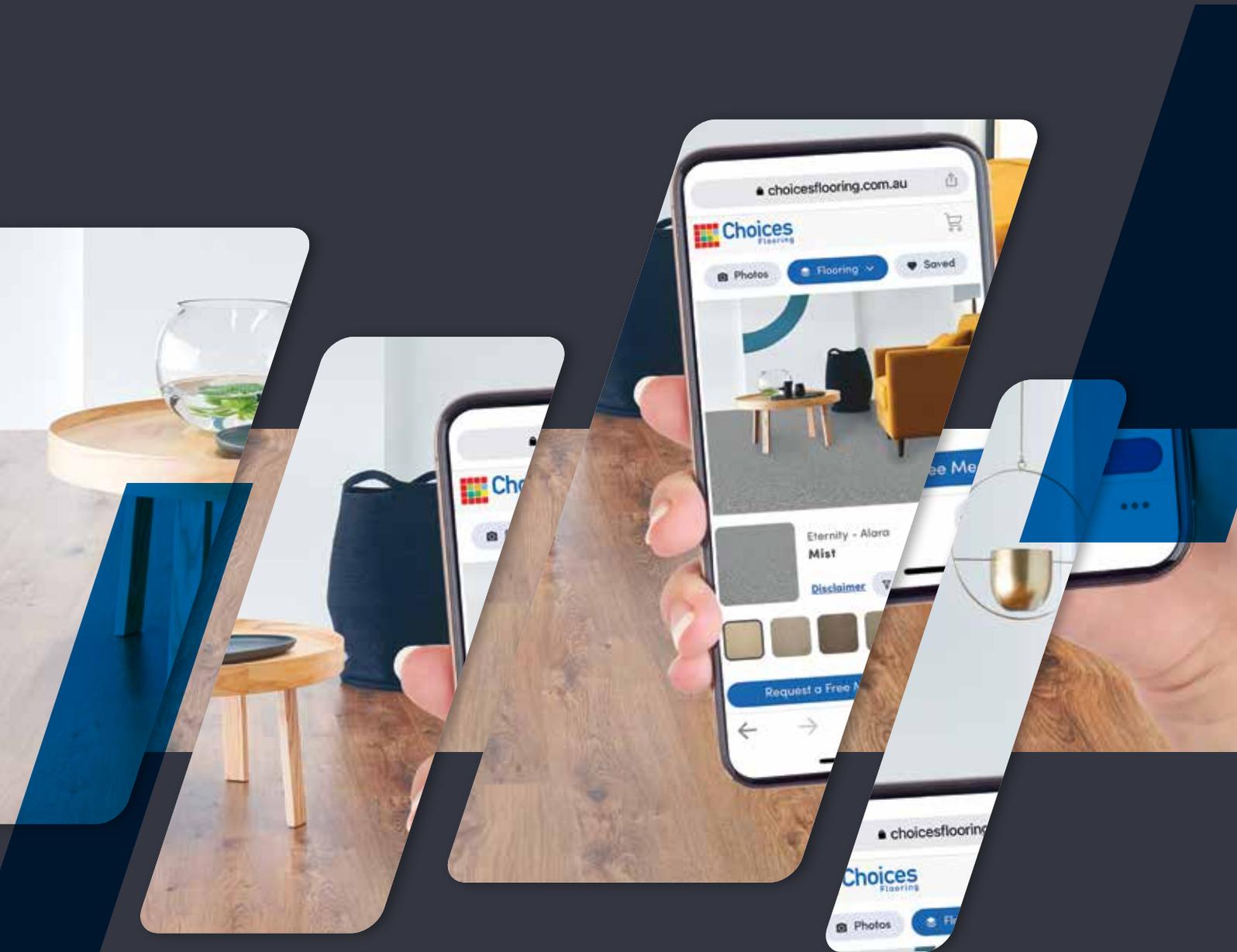
  *How did we do?
Review us on
Google!*



 **Choices Flooring has arrived in Brendale!**

example eSignature

digital activity



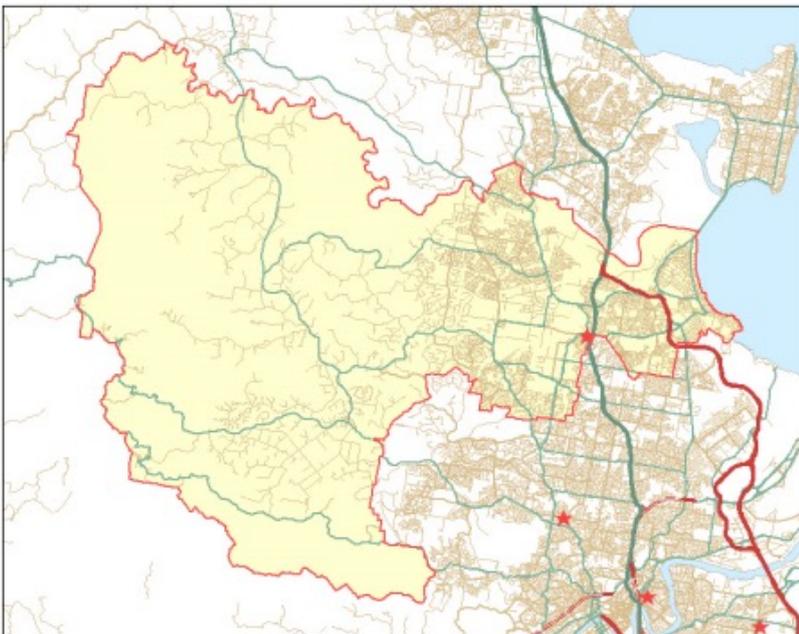
With an enormous number of advertisers all buying for the attention of prospective customers, reaching the right audience is crucial to ensuring that our advertising is having maximum impact. The recommended targeting strategy for Brendale factors in a combination of behavioural and circumstantial data points. These data points help us to find the right audience based on a variety of factors and also helps to unlock ad opportunities that can help drive a stronger response.

PMA zones play a big part in reducing media wastage and form the core driver of relevancy for the targeting strategy. We will be setting up hyper local zone targeting around Doncaster to ensure people receiving ads are within proximity to the store and able to act.

This will be achieved through a combination of PMA post codes and radius zoning.

Brenadale Store No. 1948

Sandgate	4107	Strathpine	4500
Fitzgibbon	4108	Lawnton	4501
Albany Creek	4035	Petrie	4502
Bald Hills	4036	Samford	4520
Eatons Hills	4037		



google ads

Currently Central Office runs a national Search campaign for all locations across Australian and New Zealand. The paid campaigns are set based on each store location and PMA. This will continue to run and will be covered by the marketing budget.

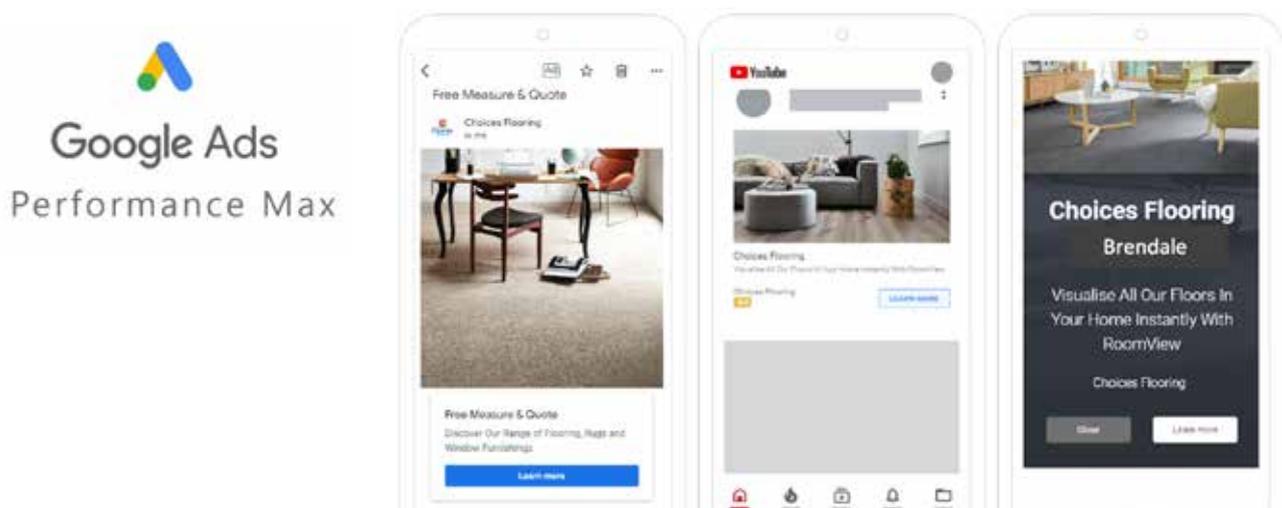


Performance Max is a brand-new campaign type that can further bolster Brendale store activity.

Covering the entire Google ad suite, from Search to Video and even Maps. This will all be used to push people to store.

Performance Max is the perfect way to increase store visits whilst also ensuring that the budget is being used as efficiently as possible as it pulls in an enormous amount of data to help optimise results.

Brendale will become one of the first Choices Flooring stores to use this campaign type and be included in the proposal.



Example Performance Max ad

Google Ads Performance Max: \$200 per week

social media

Post-Covid, it has become clear that the most successful retailers are the ones that integrate technology-engaging and delighting customers with an omnichannel, end-to-end experience that now mandatorily includes social media campaigns.

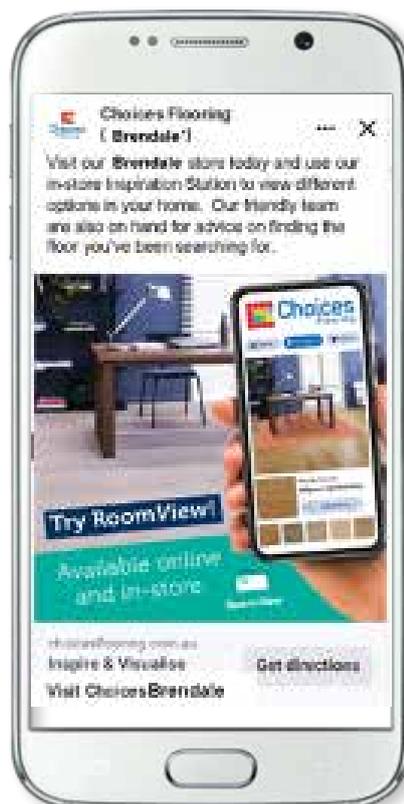
The objective is to increase your in-store and online sales, build new relationships, strengthen the old ones and establish your brand in your local community. The benefits of social media compounds when you see the number of users consuming social media in today's new world.

Customer Collect is a Facebook local marketing solution that Choices Flooring Brendale can currently tap into as part of an always on digital strategy.

Customer Collect uses peoples pinpointed location and if they are within a collection zone for Brendale store, we serve them an ad and push them to store.

Similar to Google My Business, Customer Collect brings store address, phone number, open hours and more into the ad and helps to give people directions straight to Brendale Choices Flooring.

Cost:	Part of membership costs
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vip opening event

Hosting a Choices Flooring VIP opening event is a great way to bring your key influencers (e.g. local builders, interior designers, media etc.) together to celebrate your new store ownership and view the latest flooring trends.

To set the tone for your event, a personalised invitations can be created and delivered to you, to then send onto your guest list. Aside from the word of mouth that your Choices Flooring VIP event will generate, you can also take advantage of promotional items (e.g. gift bags) that you may like to give to your guests when they depart the event.



Example invitation

local area marketing initiatives

To complement the media, online and marketing strategies included in this plan, below are some additional ideas to comprehensively promote your new ownership.

Please note that some of the suggestions may not suit your area specifically, but they may spark an idea you believe will work best for you and your local community.

community

Community sponsorships and involvement can be a great way to build your rapport. As our target market is predominantly women, considering the sponsorship of sporting clubs such as women's netball or basketball would be greatly recognised and align well with the brand's overall marketing strategy

Sporting clubs such as soccer and football do not directly attract our target market, however they will still gain recognition especially by parents who watch their children play.

You can also consider providing branded merchandise such as drink bottles or sports bags to the teams you sponsor, as your sponsorship should include signage rights and logos on uniforms. You may also want to sponsor an achievement award for up-and-coming players which can provide the opportunity to attend social functions and generate good rapport within the community.

associations

Join relevant peak bodies and associations to engage with your audience rather than purchasing bulk mailing lists. Attending events such as School Fetes and Fundraisers, can help you network and form important relationships. Advertising in local school newsletters is also another way to reach your target market.

In the future, your store will have discontinued or bound carpet samples which a lot of householders would be willing to purchase for door mats or pet homes. Offering an incentive to pick up a free one in-store is a great way to bring customers in the door and potentially get them thinking about purchasing new flooring.

local businesses

Make a list of the key influencers in your target market or local community (e.g. local hairdressers and real estate agents). By aligning with other local businesses, in particular real estate agents, you can not only build rapport, but also provide information on flooring deals for new home owners and work alongside them in targeting landlords. The real estate industry would often say that one of the first things a new home owner (or landlord) will consider is new flooring.

advertorials

Advertorials are a great way to promote your new ownership and reiterate the continuation of the business' core value - to help you find the floor you've been searching for. Although sometimes costly, you can utilise an advertisement in your local paper to include a short interview piece, a store photo, staff photo and also a press advertisement promoting the latest campaign. It is often when putting a face to a business that makes all the difference.

promotional items

Promotional items such as magnets, pens and USBs are a great way to have longevity for brand recognition. These can be provided after installations or even purchases to customers as a keep sake.

Conclusion

The possibilities are endless. All the strategies suggested are aimed to positively promote your business, growth in your sales and business enquiries. We believe the right media mix can help strengthen the store's reputation in the Brendale PMA and help the store build new relationships with the local community in your catchment area.

meet the team

any questions contact us at Central Office on (03) 9850 9311



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