



Choices
Flooring

Easy Living

Family Friendly Choices
SALENOWON

AUSTRALIAN
MEDIA CAMPAIGN

Starts 9th July, ends 5th August 2023





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The campaign at a glance

What is it?

The 'Easy Living' campaign aims to generate brand awareness and sales of our wide range of Family Friendly carpet and hard flooring.

When is it?

Our 'Easy Living' campaign will commence on Sunday 9th July and conclude on Saturday 5th August 2023.

The product

family friendly
CHOICES

To support sales during the campaign period, the Product Team have negotiated some great prices on selected brands and products.

Please ensure you have all ranges on display in your showroom to fully service consumer enquiries.



For more information, please contact the **Product Team** at Central Office on **(03) 9850 9311**

Australian product & pricing

BOS ID	Category	Brand	Product Name	
109027	Carpet	Brease	Arhern	
109028		Brease	Kinsella	
111852		Brease	Lancia	
108777		Brease	Martello	
111853		Brease	Nordling	
108833		Eternity	Archer	
108518		Eternity	Caradene	
111722		Eternity	Gatling	
108558		Eternity	Hanning	
110486		Eternity	Montego	
102636		Eternity	Pointillier	
111721		Eternity	Verdelle	
110489		Eternity	Zema	
110182		Haven	Collard	
111694		Haven	Denham Coast	
108984		Rendezvous	Clyde Parke	
108985		Rendezvous	Palon Square	
108986		Rendezvous	Pittsfield	
108983		Serenity	Belanger	
109667		Serenity	Gracious	
109665		Serenity	Grange	
		Floating Floor	Plantino	Laminate Aqua
108770		Resilient	Abode	Alpha
111191	Abode		Coastal	
110565	Abode		Grace	
109469	Abode		Grande	
109714	Abode		Noble	
107980	Abode		Prime	
111192	Genero		Coastal	
110194	Genero		Deluxe	
111768	Genero		Design Plus	
111894	Genero		Grove	
109708	Genero		Longboard	
109026	Genero		Zenith	

The 'Easy Living' sale campaign featured products and pricing details are as follows and are in m²:

Alliance Partner	Colours Available	Product Only
Beaulieu of Australia Pty Ltd	14	\$33.90
Beaulieu of Australia Pty Ltd	14	\$47.80
Beaulieu of Australia Pty Ltd	10	\$43.40
Beaulieu of Australia Pty Ltd	10	\$59.80
Beaulieu of Australia Pty Ltd	10	\$58.70
Victoria Carpet Co Pty Ltd	10	\$34.70
Quest Carpet Manufacturers Pty Ltd	9	\$53.30
Belgotex Floors Australia	9	\$56.50
Victoria Carpet Co Pty Ltd	10	\$41.30
Godfrey Hirst Australia Pty Ltd	10	\$28.70
Quest Carpet Manufacturers Pty Ltd	9	\$48.90
Belgotex Floors Australia	7	\$59.70
Victoria Carpet Co Pty Ltd	10	\$50.50
Signature Floorcoverings Pty Ltd	7	\$36.90
EC Carpets	8	\$25.70
Victoria Carpet Co Pty Ltd	8	\$48.90
Victoria Carpet Co Pty Ltd	8	\$39.60
Victoria Carpet Co Pty Ltd	8	\$44.20
Godfrey Hirst Australia Pty Ltd	11	\$46.20
Godfrey Hirst Australia Pty Ltd	14	\$58.70
Godfrey Hirst Australia Pty Ltd	10	\$64.20
Premium Floors	10	\$47.90
Signature Floorcoverings Pty Ltd	8	\$54.90
Proline Floors	8	\$62.90
Premium Floors	8	\$54.90
Signature Floorcoverings Pty Ltd	10	\$61.90
Karndean Australia Pty Ltd	10	\$59.90
Proline Floors	6	\$62.50
Proline Floors	8	\$62.90
Signature Floorcoverings Pty Ltd	10	\$61.90
Polyflor Australia Pty Ltd	10	\$42.90
National Flooring Distributors	10	\$49.00
Karndean Australia Pty Ltd	8	\$65.90
Signature Floorcoverings Pty Ltd	14	\$44.90



For more info, please contact the **Product Team** at Central Office on **(03) 9850 9311**

product & pricing continued...

Category	Alliance Partner	Product Only
Window Furnishings	Total Window Concepts	10% off RRP
	Norman Australia	10% off RRP
	Lifestyle Blinds & Shutters	10% off RRP
	Betta Blinds & Awnings	10% of RRP
Rugs	Bayliss Rugs	20% off RRP
	Unitex	20% off RRP



How to display your POS



Hanging Posters

Our 'Easy Living' sale hanging posters are to be displayed in your poster hanging systems (utilising the shorter hooks if needed).

Available in two height sizes – small (615mm) and large (900mm), if you require a different size for your showroom please contact the **Marketing & Online Team** at Central Office on **(03) 9850 9311**.

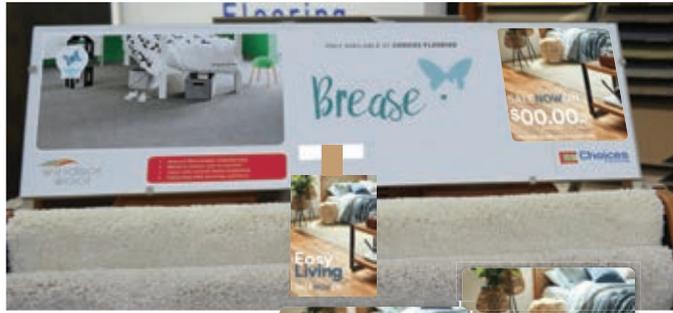
Please take down all 'Easy Living' sale POS once the campaign has concluded. You will receive new POS for the next campaign shortly thereafter.

Digital POS

If you have a digital POS screen in store and have opted to no longer have the printed hanging posters, your screen will automatically update with the current campaign creative the morning of the sale.



50
wobblers



2
x kinds tickets
(in your campaign kit)



Wobblers

Our 'Easy Living' sale wobblers are to be placed on the appropriate product stands within your showroom (see page 6 & 7 for product details).

Price Tickets

Our 'Easy Living' sale price tickets are to be displayed on the appropriate product stands in your showroom (see page 4-6 for product details). All price tickets now feature product only pricing, however if you wish, you can use 'I'm on Sale' price tickets which are also provided in your kit.



1
sticker
(in your campaign kit)

1
design
available



Window Sticker

Our 'Easy Living' sale window sticker is to be placed on the inside of your front door.

Large Format Posters

Our 'Easy Living' sale large format posters fit into the 700 x 1,000 snap lock frames, for those stores that require them.



For more information, please contact the **Marketing & Online Team** at Central Office on **(03) 9850 9311**.

Television

Free to Air and Digital Networks

Free to Air and Digital Network advertising will run across Prime, Southern Cross and WIN in regional areas and on Channel 7, Channel 9 and Channel 10 in metro markets. These stations will feature 15sec 'Easy Living' sale Television Commercials (TVC's).

Broadcast Video On Demand (BVOD) will run nationally across 7Plus, 9Now, 10Play and SBS On Demand. These 'On Demand' channels will feature 15sec 'Easy Living' sale commercials.



Press

'Easy Living' sale press advertisements will support extensive media advertising in various regions across Australia.



If you require artwork for your local publication please contact the **Marketing & Online Team** at Central Office on **(03) 9850 9311**.

Please ensure you also have the following information on hand:

- ✓ **Publication Name**
- ✓ **Artwork Dimensions: mm (w) x mm (h)**
- ✓ **Publication Contact Name**
- ✓ **Publication Phone Number**
- ✓ **Email Address to send final artwork to**
- ✓ **Material Deadline**
- ✓ **Publication Date**

Radio

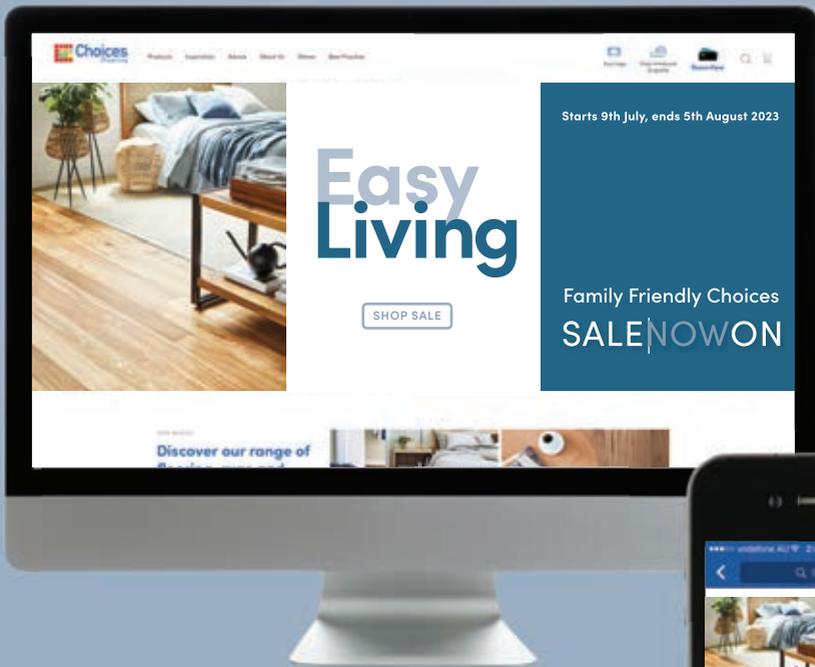
Radio will also be used across Australia to support extensive media advertising during this campaign period.

A 'Easy Living' sale radio commercial is available for those stores who have booked their own radio.

If you require a radio commercial to be sent to your local station, please contact the **Marketing & Online Team** at Central Office on **(03) 9850 9311**.



Please have any artwork or radio requests to the **Marketing & Online Team AT LEAST seven working days prior to your material deadline/on-air date.**



Online

choicesflooring.com



RoomView

The website will feature multiple 'Easy Living' sale campaign 'call to actions' on the homepage, as well as on all relevant product pages.

These features will link the consumer through to the 'Easy Living' sale campaign landing page, which will allow them to view the relevant product details.

The online version will incorporate RoomView into each of the pages. This enables consumers to view any of the products in their own homes.

Social Media

The 'Easy Living' sale campaign will be promoted across all our social media pages – Facebook, Instagram, Pinterest and YouTube, including targeted advertisements.

 facebook

 Instagram

 Pinterest

 YouTube

Search Engine Marketing (SEM) & Display Advertising

An integrated Search Engine Marketing (SEM) campaign will take place during the campaign period. These advertisements will feature under key search terms including flooring sale, timber specials, and carpet sale. Online remarketing will also play a key role, as once consumers leave **choicesflooring.com** they will see our campaign advertisement.

eCards - Electronically Distributed Mail

eCards will be sent to our online database of over 60,000 consumers throughout the 'Easy Living' sale campaign period. These eCards will encourage consumers to visit their local store to take advantage of the campaign prices.

eSignature



Increase awareness by adding an 'Easy Living' sale campaign banner to your email signature, which will be sent to you hyperlinked to the campaign landing page.

The email signature is designed to be used in conjunction with one other messaging block. You may choose to promote stocking MOOD window furnishings or availability to purchase rugs online.

Don't forget to include a Google Review icon in your email signature. For more information on the benefits of Google Review or to request email signature artwork contact the Online Team at Central Office on **online@choicesflooring.com**

Local area marketing ideas



Direct Mail - eCards/Dropcards

To complement the media activity in your local area, utilise eCards and/or dropcards to further encourage consumers into your showroom to take advantage of the sale.



Email signature banner

Increase awareness by adding a 'Easy Living' sale banner to your email signature, which will be hyperlinked to the campaign landing page.



On Hold Messages

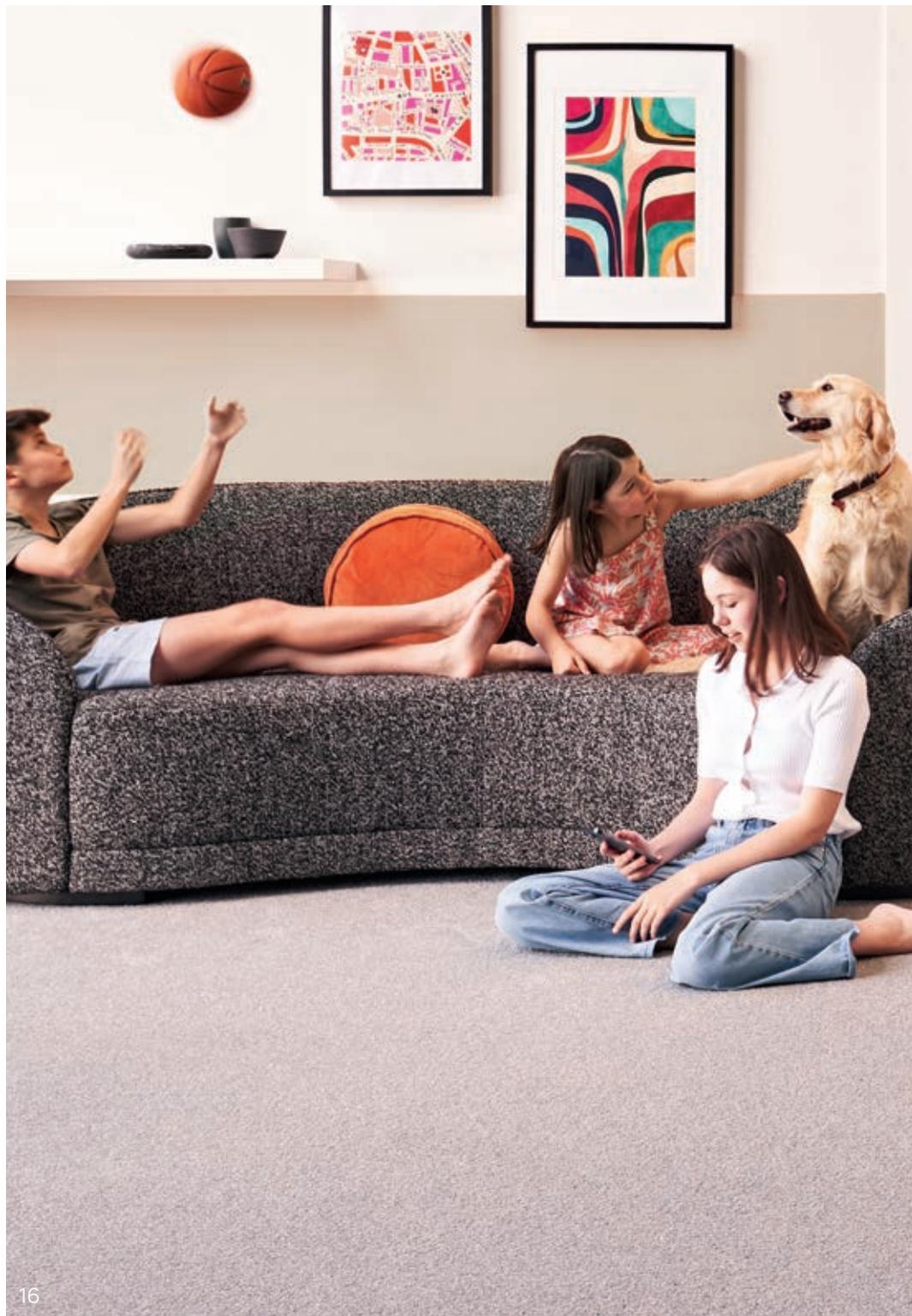
Our On Hold Messages will be updated to feature the 'Easy Living' sale campaign. If you use our On Hold Messaging System you will receive an email with instructions on how to update your On Hold Message from our supplier 1800 On Hold/Zoo Media by Friday 7th July 2023.

If you would like to set up our On Hold Messaging System in your store, or have any queries regarding the system, please contact Zoo Media on **(07) 5587 7222**.



Contact the **Marketing & Online Team** at Central Office on **(03) 9850 9311** to arrange personalised artwork.





Weekly checklist

The below is a general GUIDE ONLY of what you can do to maximise this campaign.

Pre campaign (before 9th July 2023)



- Book any local radio or press advertisements to coincide with the campaign period and notify the Marketing & Online Team of any material you require **7 days prior to the due date** (see page 11).
- Familiarise yourself with the campaign details to ensure you can answer consumer enquiries (see pages 3-7).
- Ensure you have samples of the products featured within the 'Easy Living' sale campaign (see page 4-6).
- Display your 'Easy Living' sale POS material in-store (see pages 8-9).
- Update your On Hold Message (see page 14).
- Add the 'Easy Living' sale campaign banner to your email signature (see page 14).



Campaign commences Sunday 9th July 2023

Campaign period (4 weeks)



- Inform consumers of the relevant products featured in the 'Easy Living' sale campaign (see page 4-6).
- Send eCards to your database throughout the campaign period (see page 13).

Campaign ends Saturday 5th August 2023

Post campaign (after 5th August 2023)



- Remove all 'Easy Living' sale campaign POS material. New POS items for the next campaign will be sent soon after.
- Update your email signature to the branding version (see your Ultimate Brand Guide).
- Update your On Hold Message to the generic version.



Questions?

Contact us at Central Office on **(03) 9850 9311**



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