



Choices
Flooring

Easy Living

Family Friendly Choices
SALENOWON

NEW ZEALAND
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 **+613 9850 9311**

New Zealand product & pricing

BOS ID	Category	Brand	Product Name	
109668	Carpet	Brease	Arhern	
110485		Brease	Calhoun	
109670		Brease	Kinsella	
109673		Brease	Tesconi	
109387		Eternity	Archer	
109354		Eternity	Delano	
109389		Eternity	Elendel	
109377		Eternity	Garda	
109373		Eternity	Hanning	
110436		Eternity	Rico	
109381		Eternity	Superior	
110490		Eternity	Zema	
109395		Eternity Inception	Karalis	
110186		Haven	Collard	
109397		Rendezvous	Clyde Parke	
109399		Rendezvous	Palon Square	
109398		Rendezvous	Pittsfield	
111524		Floating Floor	Abode	Abode Grace
111973			Pergo	Pergo Drammen - Gift with Purchase
110159	Plantino		Plantino Laminate Aqua	
109494	Resilient	Abode	Abode Alpha	
109497		Abode	Abode Grande	
109715		Abode	Noble	
109709		Genero	Genero Longboard	
109495		Genero	Genero Zenith	
	Category			
	Window Furnishings			
	Rugs			

*Gift with purchase:

Pergo Drammen

Free Combilay underlay on all orders over 20 Mtr².
Also free cleaning kit for orders over 45 Mtr²

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

Alliance Partner	Colours Available	Product Only
Jacobsen	14	\$47.80
Jacobsen	9	\$68.00
Jacobsen	14	\$67.00
Jacobsen	10	\$77.90
Victoria Carpet Co Pty Ltd	10	\$42.40
Jacobsen	7	\$59.90
Victoria Carpet Co Pty Ltd	10	\$65.30
Victoria Carpet Co Pty Ltd	10	\$43.70
Victoria Carpet Co Pty Ltd	10	\$53.20
Jacobsen	7	\$59.90
Victoria Carpet Co Pty Ltd	10	\$39.00
Victoria Carpet Co Pty Ltd	10	\$57.90
Victoria Carpet Co Pty Ltd	8	\$39.60
Signature Floorcoverings Pty NZ	7	\$47.80
Victoria Carpet Co Pty Ltd	8	\$58.50
Victoria Carpet Co Pty Ltd	8	\$46.20
Victoria Carpet Co Pty Ltd	8	\$51.40
Floorscape Limited NZ	8	\$64.90
Floorscape Limited NZ	8	GWP*
Floorscape Limited NZ	10	\$54.90
Signature Floorcoverings Pty NZ	8	\$65.90
Signature Floorcoverings Pty NZ	10	\$72.90
Karndean International Ltd NZ	10	\$68.90
Karndean International Ltd NZ	8	\$72.90
Signature Floorcoverings Pty NZ	14	\$56.90
Alliance Partner		
Santa Fe		10% off RRP
Shade Elements & Aspect Blinds & Shutters		10% off RRP
Furtex		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 **+613 9850 9311**.

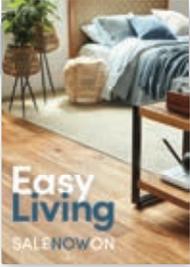
Please take down all 'Easy Living' sale POS once the campaign has concluded. You will receive new POS for the next campaign shortly thereafter.

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 pages 4-5 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 **+613 9850 9311**.

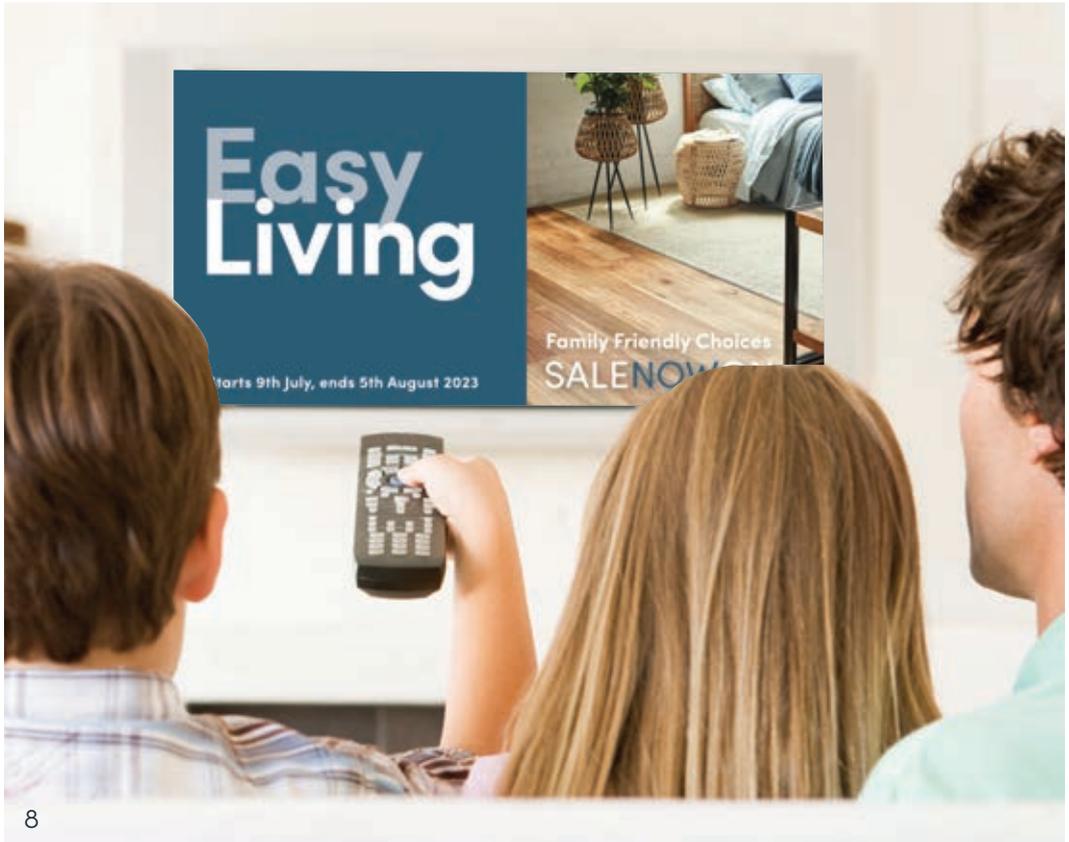
Television

Free to Air and Digital Networks

Due to the current state of the market and the availability to buy cheaper linear television, we will run a large portion of advertising on Free-To-Air (FTA).

FTA advertising will run across TV3 and Bravo networks. 15sec 'Easy Living' sale Television Commercials (TVC's) will be featured.

+H R = E



Press

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



If you require artwork for your local publication please contact the **Marketing & Online Team** at Central Office on **+613 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

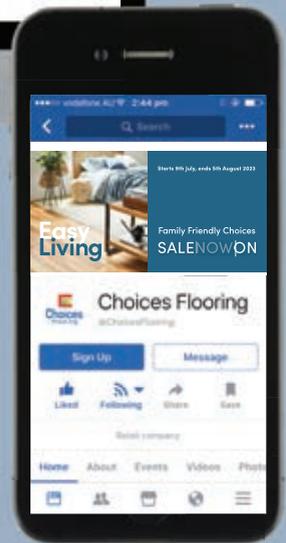
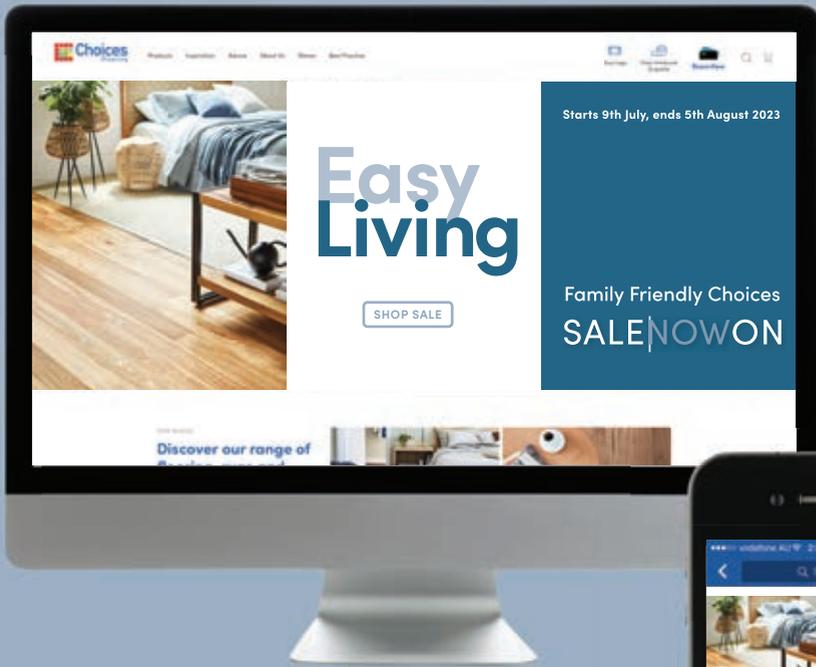
Radio will also be used across New Zealand to support extensive media advertising during this campaign period.

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 **+613 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 **+617 5587 7222**.



Contact the **Marketing & Online Team** at Central Office on **+613 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 9).



- Familiarise yourself with the campaign details to ensure you can answer consumer enquiries (see pages 3-5).



- Ensure you have samples of the products featured within the 'Easy Living' sale campaign (see page 4-5).



- Display your 'Easy Living' sale POS material in-store (see pages 6-7).

- Update your On Hold Message (see page 12).

- Add the 'Easy Living' sale campaign banner to your email signature (see page 12).



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 4-5).

- Send eCards to your database throughout the campaign period (see page 11).

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 + 613 9850 9311



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