



Home2U Marketing Campaign

PLAN

The goal of the campaign.



The market research results.



The store layout improvement..



Special Promotions.



Endorsement and accompanying publicity





**THE GOAL WAS TO
CREATE AN EDGY AND
COOL MARKETING
CAMPAIGN APPEALING
TO YOUNG HISPANIC
CUSTOMERS (AGE
18-25).**

LATINO OR AMERICAN?

Many feel the need to fit into mainstream culture, but also want to maintain their cultural identity. In fact 67% of Hispanic Millennials surveyed want to stand out as Latino, yet only 47% say they feel close or somewhat close to their culture, accordingly to research for **The Hispanic Millennial Project (HMP)*.

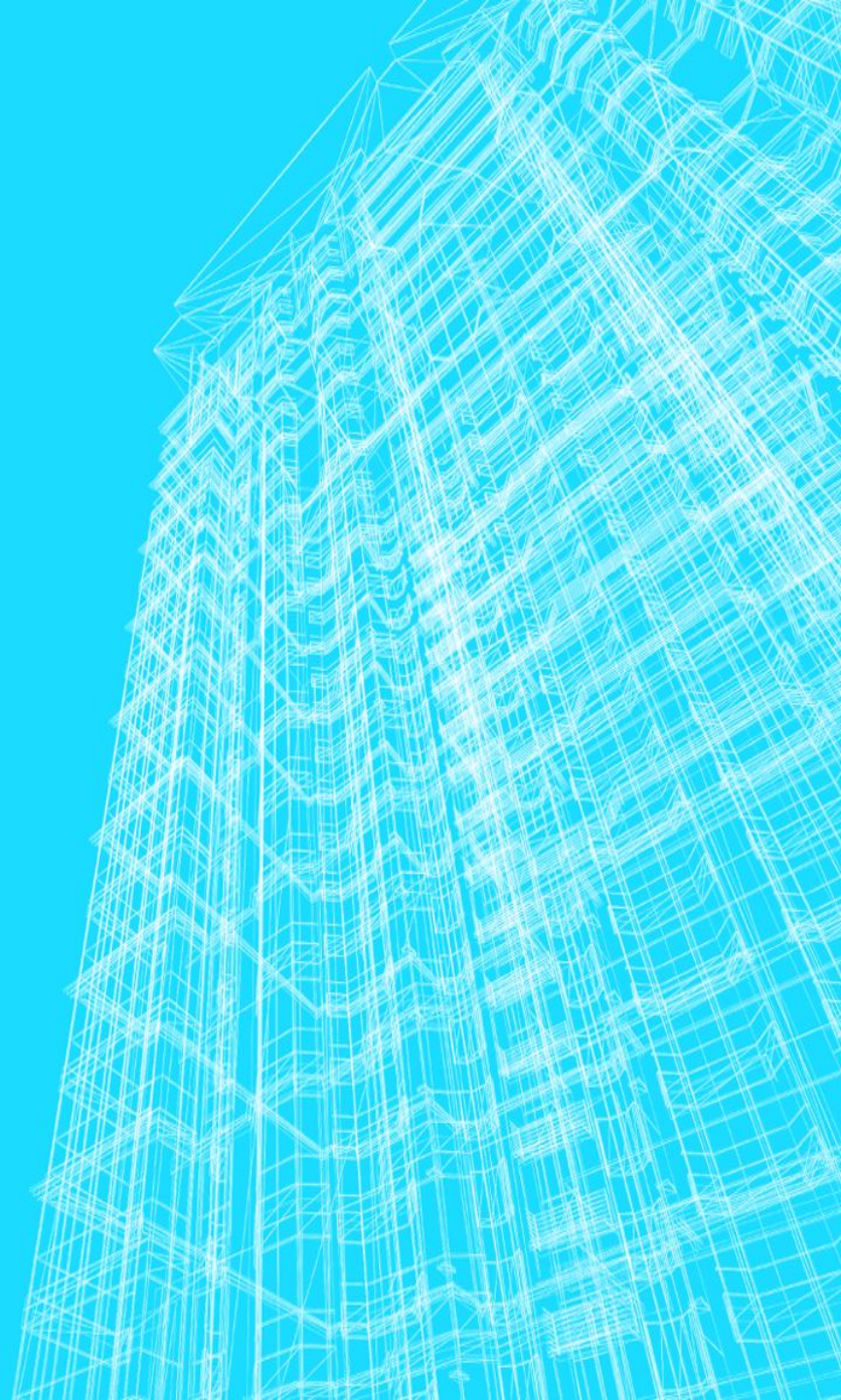


BILINGUAL STORE

- All information in our store is in 2 languages – English and Spanish
- 15% of our staff are US-Hispanic.



STORE LAYOUT



THE HOME2U STORE WILL BE DIVIDED INTO DEPARTMENTS:

Introduction department

House furniture(furnishings)

Fittings

DIY tools and equipment

Flooring department

Garden furniture

BEFORE THE CUSTOMER REACHES THE NEEDED DEPARTMENT THEY WILL PASS THROUGH VARIOUS «UNNECESSARY» THINGS

We call it the «introduction department». There are a lot of different small things. For example, lamps, framework, candles, brushes, rugs, chandeliers, DIY tools and so on.

Everything will be bright as much as possible to draw the client's attention. Therefore the customer can take something on the way.



RIGHT AFTER THE INTRODUCTION DEPARTMENT CUSTOMER WILL GO INTO *SPECIALIZED DEPARTMENTS* WHERE THEY CAN FIND EVERYTHING THEY'RE LOOKING FOR. THE BUYER WILL BE ABLE *TO TOUCH EVERYTHING* WITHOUT IMPORTUNATE EYES.





РАХ NEXUS VIKEDA/ ПАС NEXUS VIKEDA гардероб, 150x60, 823см
24430.-

РАХ NEXUS VIKEDA/ ПАС NEXUS VIKEDA гардероб с внутренним оснащением **24430.-**. Благодаря внутреннему оснащению серии КОМПЛИМЕНТ гардероб будет отвечать потребностям вашей повседневной жизни. ДСП, ДВП/плена, алюминий, зеркальное стекло, 150x60, 823см. Черно-коричневый/зеркальный 899.174.13. К зеркальной двери ручка прилагается. Коробки серии СВЭВ продаются отдельно. Готовое решение на картинке можно усовершенствовать на www.IKEA.ru/PAKplaner. Бесплатно 10 лет гарантии. Подробнее – с. 310.

Карманы и двери с петлями
17160.-

Внутреннее оснащение
7270.-

Цена за всю комбинацию
24430.-

РАХ BALLSTAD/ ПАС БАЛЬСТАД гардероб с внутренним оснащением **14110.-**. Можно дополнить внутренним оснащением КОМПЛИМЕНТ по своему желанию. Настенный каркас: подходит для небольших помещений. ДСП, ДВП/плена. 150x37, 823см. Белый/белый 899.037.59

Карманы, двери с петлями и ручки
АТТЕСТ
9760.-

Внутреннее оснащение
4350.-

Цена за всю комбинацию
14110.-

БЕСПЛАТНО 10 лет гарантии



Теперь ЦЕНА НИЖЕ
BESTÅ VARA/ BЕСТO VARA секция для хранения, 60x42, 864см **2690.-**
2490.-

01 BESTÅ VARA/ BЕСТO VARA секция для хранения **2490.-/шт** (прежняя цена **2690.-**) ДСП, ДВП/плена. 60x42, 864см. Белый 399.238.84. Комбинация из 7 секций для хранения **17430.-** (прежняя цена **18830.-**) Белый, черно-коричневый.

02 BESTÅ TORÅ/ BЕСТO ТОРÅ комбинация для хранения **14580.-** ДСП, ДВП/плена. 180x42, 874/202см. Белый/камбузовый пористый/матовый коричневый.

03 GRUNDTAL/ ГРУНДТАЛЬ зеркало **1699.-** Ø75смx40.47x8.83

04 BESTÅ VARA/ BЕСТO VARA секция для хранения **2690.-/шт** ДСП, ДВП/плена. 60x42, 838см. Белый/серый 399.245.24. Комбинация из 6 секций для хранения **12340.-** Белый/серый, Белый/серо-бирюзовый.

Мебель серии BЕСТO можно дополнить ручками или ножками механизмами (продается отдельно).

The catalogs in two languages with what's in stock will be available in each department. Also there will hang on a wall the digital catalog therefore the buyer will be able to choose everything that it is necessary for him in several clicks.

SPECIAL PROMOTIONS

Free delivery and fitting for the first time, discounts on this service for the next purchases. The customers are more likely to purchase if they're sure they don't need to worry about organizing the delivery and fitting.



¡FELICIDADES!

Bicultural Hispanic Millennials may read books in Spanish and only watch movies in English. They may celebrate Christmas in the American tradition and New Year's Eve in the Cuban tradition.

Greeting cards and special discounts dedicated to national holidays is a great way to remind about our store.



Hispanics and education

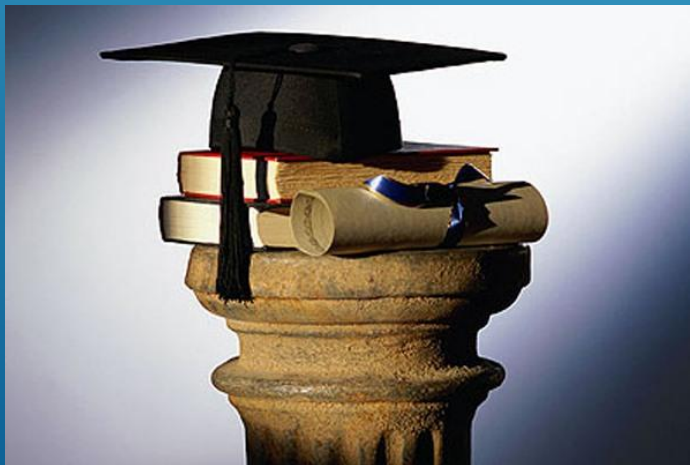
With this comes a demographic that values education. The HMP reports that 42% of Hispanic Millennials (as opposed to 23% non-Hispanic Millennials) believe that getting an advanced degree is a strong indication of success. Pew Research reports higher college enrollments than non-Hispanic Millennials.



‘Study at home’

Home2u invites all Hispanic millennials to participate in our annual contest running together with local college. Every family having their members from 16 to 25 buying in our store on 500\$ and more have this great opportunity. Contestant is to write an essay ‘What does home2you mean for you’ or ‘Why your family chose home2you’.

30 luckies will receive grants to study marketing in local college.



ACCOMPANYING PUBLICITY

Creating Instagram and Snapchat accounts allows to:



Target 18-25 year olds



Generate a steady stream of posts, be able to respond and interact



Offer contests and giveaways



Generate awareness for your products

INSTAGRAM ACCOUNT



SNAPCHAT ACCOUNT



3D ONLINE HOMESTYLER APP



ENDORSEMENT



Why



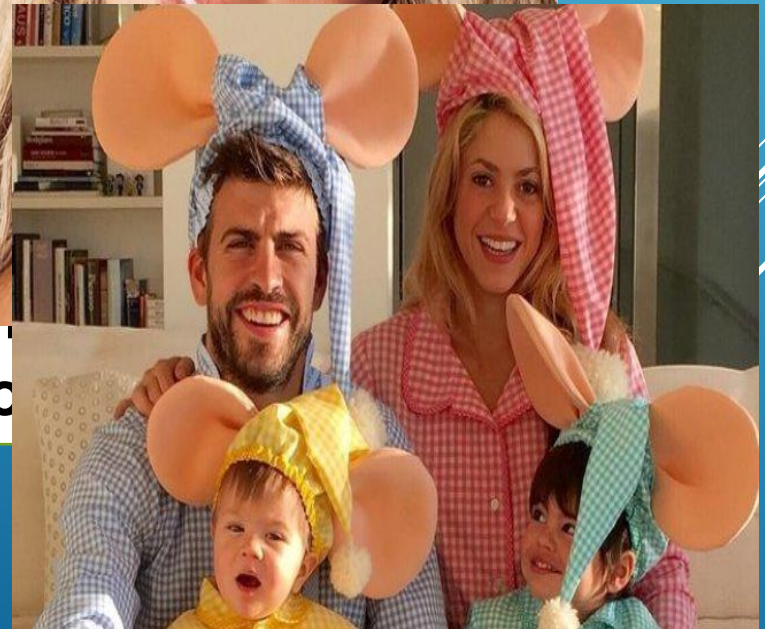
1. Shakira is one of the most commercially successful singers from Latin America



2. Shakira is popular among different ages. The generation recognise her name and at the same time she's not too young for the emerging market, which consists of 30-to-



3. How
Shakira
song



4. Shakira supports charity for a good cause.

5. Shakira has outstanding singing and acting skills as charisma.

6. Shakira is the wife of a famous football player Gerard Pique.



THE COMMERCIAL

