



## Lilypad Marketing Plan - July 2016

Launch timing – 15<sup>th</sup> August

### [I] Status Check & Suggestions:

- Products\_: Hand-crafted, solid wood furniture sourced from the length and breadth of the country.
- Location : Prime store location although not a landmark
  - Navigable by GPS? Need to create online identity of the address.
  - Adequate parking space? KMC permissions sorted?
  - Do we have a valet service?
- Timing : Ready to launch mid-August
  - Good to time around Independence day long weekend with a special preview for journalists and influencers on 14<sup>th</sup> Aug
  - In case, we are running late, good to time in September before Pujo frenzy starts
  - Management : Looking for result-oriented and charismatic store / boutique manager Experience / Ambience
- Differentiated store experience
  - Store front to have 3-D logo installation atop grass skirting
    - Can we make this an LED installation to start with?  
Lighting and other sensorials will be important to craft a striking imagery.
  - Notes of quirky aesthetics to define store décor
    - Colonial style ceiling *pankha*
      - *We add more quirk such as a gramophone playing contemporary lounge music*
      - *We add signature store aroma*
  - Pantry to run beverage service through the day
  - Designated spaces to host culture-based talks
- Communication tools
  - Logo is 2D and 'cute' – may make sense to communicate more of a 'charm quotient' and a stronger link with a home?

- A 3-part launch ad campaign in Kolkata-based lifestyle English press (T2, Calcutta Times, club newsletters/mags, Platinum)
- Need an agency for online and offline PR including Facebook, Twitter, Instagram pages
- Need to have social media up and running in a dedicated fashion at least 15 days ahead of store opening
- Need an activity calendar so that store always has talking points to feed social networks

### **[II] Perceptions : source – Facebook Page, content / reviews dated 2015**

**1. Self-image :** Furniture solutions that turn a house into a home.

**2. Consumer feedback**

- *New and exciting designs*
- *One-of-a-kind pieces, selective artistic furniture*
- *Will you deliver to other cities?*
- *Reflective of sensibility steeped in art, culture, heritage and a matured sense of modernity.*
- *“While fresh they evoke a sense of nostalgia and I feel like touching and smelling the pieces!!!”*

### **[III] Initial recommendations:**

- Refresh the logo and brand fonts by Art Designer with dynamism
- Crack a positioning statement and use a ‘baseline’ with the logo e.g.
  - Lilypad - Home is where the Art is (baseline after logo)
  - Lilypad - Homemakers are us (baseline after logo)
  - Lilypad - Crafted by hand, styled by heart (baseline after logo)
  - Come home to – Lilypad (baseline before logo)
- Design all stationery/ creatives through professional agency
- Create stylized content and generate steady stream for social networks
- Paid Facebook marketing/ paid launch ads
- Work with an e-commerce partner to deliver merchandise to other cities
- Launch with cultural celebrity figure formally opening the store – combine this event with the launch of a stylishly designed/ produced décor Coffee Table Book (CTB)
- Radio and selective outdoor may also be used subject to budgets

## Ideas for sustained marketing and buzz generation

### **Lilypad merchandise as HERO**

- Be the first and the ONLY to launch new trends within the agreed positioning
- Only differentiated products will make Lilypas stand out over time and become the Byloom or FabIndia of artsy furniture
- Each product will benefit from being treated as a work of art with details of sourcing, handling and care instructions and any other 'story' added to create an 'emotion' for the product

### **Focussed Content**

- Feed Facebook → Stories around individual pieces furniture by segments – Classic, Colours and Unique range
- Feed Instagram → Glossy pictures of individual pieces furniture by segments – Classic, Colours and Unique range
- Feed Twitter → Tweet store happenings
- Feed Youtube → Short videos featuring Calcutta gliterrati talking about a classy way of life

### **Partnerships**

- Lending furniture and store space for classy movies and big media shoots in lieu of 'location courtesy' and 'mentions'
- Doorstep marketing - Tie-up with app cabs such as Uber and Ola to offer pick-up and drops to loyal consumers on key dates
- Form associations with real estate developers and offer counseling / discount vouchers to relevant buyers

### **Events**

- Have theme days
  - Selfie day – invite online influencers in to the store for a professional photo shoot using a store prop
  - Plan a mock 'auction' of retro furniture along with screening of period film
  - Plan a treasure hunt around architectural city-delights

- Develop calendar of events in collaboration with city-based institutions looking for space for creative efforts

### Niche media

Target real estate sector - magazines, newspaper supplements, websites

Study the media plans of competitors and aim to be in same environment

Once footfall to the store settles in,

### Customer relationship management

Keep ongoing contact with customers through social, SMS and e-mail

- Launch a loyalty card
- Declare bonus points for referrals, Diwali and housewarming parties
- Devise a furniture gift card targeted during wedding season / griha pravesh seasonality

No	Resources needed	Estimated costs (in Rs)	Remarks
1	Logo refresh	50000	One-time
2	Design agency - stationery	30000	One-time
3	Creative agency - digital & print communication	25000	Monthly
4	PR Agency	25000	Monthly
5	3 Launch Ads - ad+coverage package with mainstream publication	300000	Negotiable
6	Launch day		Subject to plan
7	Launch - Celebrity		Subject to plan & negotiations
8	Launch - Catalogue / Coffee table book (CTB)		Subject to print run
9	Direct mailers for Top 50 city-based journalists / web bloggers - CTB + Token Gift	50000	
10	Audio Visual content - Shooting & Editing short content for Youtube	200000	Cost will vary depending on volume/ quality of work
11	Lifestyle photographer		Annual, contract-based
12	Other media - Radio / Outdoors	500000	Subject to plan & negotiations