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S U S T A I N A B L E
L I F E S T Y L E

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Table of CONTENTS

AGENCY BRANDING

— 03

AGENCY
DESCRIPTION

— 04

MEET THE
TEAM

— 05

AGENCY
PROFILE

SITUATIONAL ANALYSIS

— 06

BACKGROUND
RESEARCH

— 07

SWOT ANALYSIS

— 10

KEY COMMUNICATION
PROBLEM TO BE
SOLVED

— 11

CONSUMER
PROFILE

— 19

CREATIVE BRIEF

— 20

MESSAGE
STRATEGY

— 21

CAMPAIGN
DESCRIPTION

— 23

MEDIA TOOLS

— 24

MEDIA MIX

— 25

CREATIVE EXECUTION

— 27

CAMPAIGN TIMELINE

— 28

REFERENCES

AGENCY DESCRIPTION

Haven

It is defined as, A place of safety

At Haven Sustainable Lifestyle, we focus on brands and campaigns that highlight eco-friendly processes and natural materials. We seek to share heartwarming brand stories that connect with your consumer base and resonate with your mission.

We have an appreciation for the beauty in everyday life... Aesthetics affect how a person feels. Our goal is to help your customers create an aesthetic tailored to their needs. At HAVEN, we take pride in our pursuit to promote and further advance the knowledge and accessibility of sustainable products. We want to make a sustainable choice easier to find. Products made ethically and naturally are important to your consumers and to us.

As a full-service agency, we strive to personify your brand's values. Our services include account management, account planning and research, creative development and research, media research, planning, and buying, and internal operations.

Mission Statement:

We care about telling stories that shine a light on positive, conscious change by creating and delivering innovative content with the environment in mind.

MEET THE TEAM



Jannah
Client Relations

Jannah will ease your stress during the process of launching your campaign. She keeps tight communications, helping understand your business needs and effectively communicating them to our team. Jannah's previous experience as a production assistant lends help for her to excel in this role.

Sara
Creative Design Director

Sara will work closely with you to create and design visuals that suit your business. She understands the importance of aesthetics and consistency. She has a long history of work designing and communicating detail and creativity.



Hannah
Public Relations Director

Hannah is a well-oiled machine, leaving no stone unturned. Her skills have transferred from her time holding presidential status for her organization. She will ensure the transparency and sustainable legitimacy of your brand. Trust. Hannah will keep your business out of hot water by preventing bad press and mitigating less-than-ideal media.



Anaya
Account Director

Anaya is well-equipped to see and execute the big picture. When creating a layout for your business's campaign she will oversee scheduling, and ensure the overall essence of your brand is being effectively captured. Her time managing offices and running her own business proved to be useful skills in this role.



Katelyn Cooper
Marketing Director

Katelyn will ensure the marketing of your brand evolves smoothly. She is the eyes and ears of your campaign ensuring brand communication is to your liking and consistent with your brand's tone. Her experience hosting events and leading teams makes her a reliable and diligent marketer.



Haven Nature's end goal.



A half-sun symbolizes light and life. We help reach your consumer by showcasing the light your product can bring to their life.

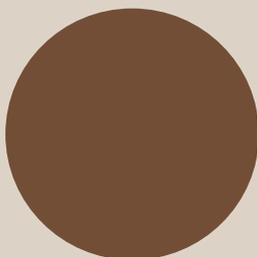


Sage is synonymous with wisdom and longevity. It also represents protection, as it has been used to ward off negative energy for decades. Sage embodies our mission of promoting safe products.

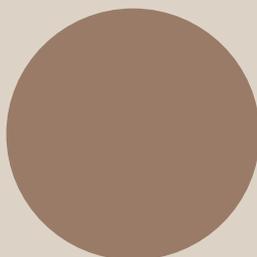
Our Fonts:
TT Drugs
The Seasons
Poppins

All of our fonts are in the sans-serif family. TT drugs are our logo font because it is clear, clean, and concise embodying our mission. The Seasons font is classic and gives the appearance of elegance. Poppins gives a modern and friendly feeling.

Our Color Palette



#724E36



#9A7B67



#B8C4A4



#ECE7E1

Our colors symbolize the values Haven has and promotes.

Browns symbolize: Dependability and health

Sage green symbolizes: Growth and nature

Cream symbolizes: Comfort and elegance

BACKGROUND RESEARCH

Source: cicilhome.com

At Haven, we understand our client's challenge to reach the maximum number of consumers while also catering towards their needs and wants. CICIL Home's primary goal includes targeting new homeowners ranging in age from 25 to 30. This target market includes a large number of interior designers who deeply understand and value how the brand's rugs are created, sourced, and designed. Currently, CICIL Home is on the path for success and expansion. This goal, however, can be achieved with the help of Haven by catering more towards the needs and wants of the target audience.



This may be done through the way CICIL's products are presented and advertised, as well as some adjustments in the products themselves and what CICIL has to offer. Interior designers particularly deeply value a defined unique style that is created to yield a high-quality product. Thankfully, this is something CICIL primarily focuses on. In addition to interior designers, CICIL Home encompasses primarily Millennials who are new homeowners. Some things Millennials look for in homes and furniture include muted colors, white and gray tones, geometric shapes and art, open spaces, and smart technology. This target market also has been more environmentally conscious than generations before, so transparency, ethical practices, nontoxic products, and sustainability are all notions that are valued. Many of these qualities are and may be translated into the products that CICIL offers. At Haven, we share these fundamental values as we strive to market a comfortable, safe, and sustainable lifestyle!

SWOT ANALYSIS

<h2>Strengths</h2> <ol style="list-style-type: none">1. Supply Chain Transparency2. High Quality Products3. Sustainability	<h2>Weaknesses</h2> <ol style="list-style-type: none">1. High Pricing2. Niche Market3. Lack of Diversity in Products
<h2>Opportunities</h2> <ol style="list-style-type: none">1. More patterns and colors for rugs.2. Advertising/creating kid-friendly rugs.3. Influencers promoting their products.	<h2>Threats</h2> <ol style="list-style-type: none">1. Standard size for area rugs.2. Companies providing more affordable rugs.3. The niche market limits them.

Strengths

Unlike the average brand in the rug and furnishing industry, CICIL Home has multiple strengths that not only give it a great advantage when reaching its target market but also sets them apart from most in the industry. The first strength includes the transparency openly displayed for consumers and all to see regarding the sourcing of materials and production process (2021). From the wool fibers harvested from sheep farms in New York to the braiding and sewing of the rugs here in North Carolina, CICIL is quite serious about supply chain transparency. The entire process is described and shown with pictures on their online Website and Instagram.

The high-quality products CICIL offers are the second greatest strength CICIL has. In addition to the high-quality wool, jute, and cotton fibers used to create the rugs, excellent craftsmanship is used to yield beautifully crafted rugs with a polished unique style loved by anyone (2021). The rugs are also designed to last a lifetime, which is a characteristic that brings much value to the product, as the rugs may be seen as a beautiful investment piece.

The third strength includes the sustainability behind the brand. CICIL Home embodies eco-friendly practices and products without greenwashing, which is what really sets it apart from many “sustainable” furniture and rug brands. The rugs are made of all-natural, renewable materials with no synthetic or petroleum-based fibers (2021). Low-impact manufacturing is also used as the fibers are minimally processed to maintain the “beauty of the fiber” without toxic performance additives often added to other household textile products (2021). In addition to the lifetime quality of the rugs being a quality indicator, this is also a sustainable characteristic of the product, as CICIL promises their rugs won't stay “forever in a landfill”.

SWOT ANALYSIS

Weaknesses

Although CICIL has great strengths, there are some weaknesses that can be worked on to strengthen the brand and better reach the target market. One main weakness CICIL has is its high pricing. Although the rugs are high quality, the average person may not be willing to spend \$1000 for a rug, particularly Millennials who are new homeowners that may not have a budget this high (Fries, 2023). This limits the target market and is why the primary consumers buying from CICIL are interior designers.

The second weakness is the very niche market CICIL targets (2021). Due to a combination of the high prices, very simple minimalist style with no color, and limited options CICIL offers we notice how these qualities cater towards a very specific niche market. To expand the brand, this weakness may need to be addressed.

The last weakness is the lack of diversity in the product range. CICIL only offers 14 total products in three colors which include soft grey, marble, and sand (2021). Although beautifully crafted, the shapes and designs are also quite simple with some not setting itself apart from the average rug that may be purchased at other large retail or department stores. More diversity in the color range or designs of the rugs may allow the opportunity to better cater towards more Millennial homeowners (Naylor, 2023).

Opportunities

The company does a great job of emphasizing how important it is to have an environmentally friendly rug. As it is emphasized on their home page, "All Natural, Sustainable Area Rugs" (2021). CICIL Home seems to miss potential opportunities for their company they should consider producing different patterns for their rugs. Most of their patterns are Braided Wool or Shuttle Weave patterns (2021). Mixing the different shades they have to make a patterned rug could help them expand their business and grow since they can make more patterns available for customers. They only have a limited amount of shades they provide for their rugs, they have colors such as Soft Grey, Sand, and Marble (2021). These three colors and two patterns limit customers' creativity and the brand's creativity with the high-quality wool that they provide. Color mixing different shades of gray and brown could produce a unique rug that could make their items popular amongst interior designers and new homeowners. Companies like Hook & Loom provide natural products with many different designs and patterns for their customers. As noted on their website, "True to our Eco Commitment, our Loom-Hooked wool rugs are made from **100% natural undyed wool** in a variety of natural sheep colors" (Undyed loom-hooked wool rugs). Providing different patterns and colors will allow CICIL Home to reach more customers.

SWOT ANALYSIS

Another opportunity that CICIL Home is missing out on is targeting and creating rugs for kids. Creating kid-friendly rugs that are specifically targeted towards kids and are safe to use for newborns to lay on is something that CICIL Home could look into. Since CICIL Home already sells sustainable rugs that are environmentally friendly, they should advertise them as rugs that can be used for nurseries and that are especially safe for children. Emphasizing that their product does not have any toxic chemicals, will grab the attention of many mothers who are looking into bringing a rug to their newborn's nurseries. As an article says, "The safest area rugs for children are those made with natural materials such as wool or cotton and made by hand rather than machine. Hand-woven rugs without latex backing are best" (2021). These rugs are typically used for children because they don't have to inhale the toxic chemicals that are on the rugs they roll on. Why not make CICIL Home one of these brands that sell rugs that are safe for children to roll on and play on? There are not a lot of organic rugs for toddlers to roll on and CICIL Home could be one of those companies that provide safe rugs for newborns.

The final opportunity CICIL Home is missing out on is having influencers promote their products. They need an influencer that relates to their brand, someone who believes that having a sustainable lifestyle is important. A perfect person who would rightfully represent their brand is **Jhánneu Roberts**. She is a sustainability expert & speaker who is elevating life through mindful and sustainable living. She also has a YouTube channel educating her followers about how to invest in sustainable products. If she advertised the rugs that CICIL Home sells, it could bring in more customers to the brand and help Jhánneu raise awareness of sustainability and its importance.

Threats

Although CICIL Home is doing well, there are some threats that the company could face. One of the major threats is that the company does not sell a variety of rugs with the standard Square size or Circle size. They sell cool shapes that are unique, but that's a disadvantage because many homeowners like the standard size of the typical rugs. Having these unique shapes could be difficult to place around the home. It is also hard to fit it in certain areas of the home.

Another threat for CICIL Home is not offering a variety of different rugs, they only have 14 rugs available on their website. Other companies like Loom-Hooked have hundreds of options for customers to choose from. This can cause customers to shy away from CICIL Home and go to other companies to find their rugs. Especially when CICIL Home has a high price and other brands like Loom-Hooked have more affordable prices of similar quality.

The last and most important threat for CICIL Home is that they have a niche market which limits them because they apply to a small number of people. Targeting interior designers is good but other brands target a wide variety of customers which makes them more profitable and diverse. CICIL Home needs to have more marketing efforts to have a bigger market and more diverse market. Getting their name out there will make them have a more diverse market.

KEY COMMUNICATIONS: PROBLEM SOLVING

CICIL Home continuously growing their business by bringing awareness to the home furnishing industry and focusing on transparency through every process, from sourcing to production and distribution. Their high-quality products made with all-natural materials and skilled workmanship not only help create durable and aesthetic rugs but also bring a community together prioritizing environmental impact and integrity in farmers and other businesses that they are proud of. CICIL Home's clear principles and a clear commitment to eco-friendly practices without greenwashing help the company stand out and align with the growing preference of environmentally sustainable and worthwhile, quality products.

Some limitations that CICIL Home could consider for the future is their weakness in high prices and limited variety of products. Advertising more of the behind the scenes or the reasoning behind why CICIL Home products are a conscious investment that is meant to save money and the environment in the long run will justify and help consumers feel more inclined to invest and purchase products. Although having a limited variety of products can be a constraint for business, brand positioning effectively and aligning CICIL Home with the comparative advantage that their products are of high quality and longevity can find more success than diversifying their product line. Including more shapes and sizes suitable for both small and large spaces, as well as having a customization option can broaden the consumer base for CICIL Home and bring better opportunities for homeowners to grow to trust their business. Specifically touching on the customization option, consumers gravitate towards a personalized or customizable experience (Forbes, 2022). Consumers are also more likely to spend more towards products that are specifically designed for them or their homes, bringing in loyalty and a feeling of recognition as they can communicate with the company themselves to produce products that they want (Teasdale, 2022).

Another consideration is towards CICIL Home's niche consumer market advertising towards interior designers and specifically sustainable consumers. Diversifying market efforts and advertisement to reach a wider range of customers such as homeowners, big or small, decorators, and influencers could benefit the reach that CICIL Home can have. Taking this more as an opportunity to innovate and use expansive marketing strategies will allow CICIL Home to reach their target market as well as share their principles and the importance of sustainable shopping. Considering diversifying the marketing strategy can include creating a story around why CICIL Home decided to be sustainable, environmentally conscious, and home-friendly. In addition to discussing the business and mentioning it's beginnings, CICIL Home can also consider partnering with credible YouTubers and social media presences such as Jhánneu and Alexandra Beuter who are known to share content that is for new mothers and homeowners that are conscious of what products their family and children come in contact with. Overall, CICIL Home is able to utilize these opportunities to combat their weaknesses and grow stronger as a home furnishing and environmentally conscious business.

CONSUMER PROFILE: NATALIE DUPONT

Demographics

Meet Natalie Dupont, a 27 year old woman who works as an interior designer in Boston, Massachusetts. Natalie is a Millennial, the largest generational group born between 1980 and 1996, which makes up about 23% of the total U.S. population (Mintel, 2023, p.7). Like other Millennials, Natalie appreciates city life. Millennials often share an appreciation for dense metropolitan areas, with the largest Millennial settlements being in cities including Dallas, New York, Los Angeles, and Washington, D.C. (Frey, 2018). Although Millennials have the lowest marriage rate than any other generation at just 44%, Natalie has been happily married to her husband, Alex Dupont, for a year now (Spotify Editorial Team, 2023). Millennials are also having fewer children later in life, and as well as no children at all (Mintel, 2023, p.9). Despite this trend, Natalie is planning on having her first child soon. In the coming 10 to 15 years, however, it is expected about 80% of Millennials will become parents (Snip, 2023). Natalie is a white woman whose family has lived in the United States for several generations. Her ancestors, however, were of French descent. Natalie is part of one of the most diverse generations compared to older generations. About 20.8% of this population includes Hispanics, about 14% are black, 6.4% are Asian, 2.3% are mixed, and about 1% are Native American. Compared to seniors aged 55 years and older where about 75% of the population is white, it is fair to say Natalie's generational cohort is quite ethnically diverse (Frey, 2018). Natalie has many friends from various ethnic backgrounds who speak various languages in addition to English. In fact, 25% of Millennials speak a language other than English at home (Frey, 2018). Her friends inspired her to reconnect with her French roots by learning French as a second language.



CONSUMER PROFILE CONT.

Natalie has been happily married to her husband, Alex Dupont, for a year now (Spotify Editorial Team, 2023). Millennials are also having fewer children later in life, and as well as no children at all (Mintel, 2023, p.9). Despite this trend, Natalie is planning on having her first child soon. In the coming 10 to 15 years, however, it is expected about 80% of Millennials will become parents (Snip, 2023). Natalie is a white woman whose family has lived in the United States for several generations. Her ancestors, however, were of French descent. Natalie is part of one of the most diverse generations compared to older generations. About 20.8% of this population includes Hispanics, about 14% are black, 6.4% are Asian, 2.3% are mixed, and about 1% are Native American. Compared to seniors aged 55 years and older where about 75% of the population is white, it is fair to say Natalie's generational cohort is quite ethnically diverse (Frey, 2018). Natalie has many friends from various ethnic backgrounds who speak various languages in addition to English. In fact, 25% of Millennials speak a language other than English at home (Frey, 2018). Her friends inspired her to reconnect with her French roots by learning French as a second language.

Education is something very important to Natalie, as it is not only a means of financial stability but also fulfillment and progression in life. Many Millennials, like Natalie, also take this approach to life, as about 36% of them are college graduates (Frey, 2018). Millennial women are also among the most educated group of women in U.S. history, allowing them to unlock a comfortable lifestyle and higher income (Snip, 2023). Natalie studied at UMass Dartmouth University in Massachusetts with a bachelor's degree in Interior Design. After graduating college, she found her dream job as an interior designer and has been working full-time ever since. She now earns a salary of \$50,000 per year. She is actually a bit ahead of her Millennial peers, who have an average income of about \$47,000 per year (Fries, 2023). Natalie is also blessed with wonderful parents who helped pay for her college education and currently is not in debt, which unfortunately is not too common for individuals like her. The average Millennial usually owes around \$37,000 in student loans, which is the primary reason so many Millennials are in debt. As a result, it is not uncommon for Millennials like Natalie to be quite involved in the labor force. In fact, about 35% of the entire workforce belongs to this generation. Despite work taking up most of her time, Natalie enjoys her job and feels engaged at work, along with 29% of her age group (Fries, 2023).

CONSUMER PROFILE CONT.

Psychographics

Natalie is like many young Millennials, working through her new life stages of becoming a homeowner and a new parent. She is looking towards brands that tailor their messages to reflect the life changes she is experiencing. While Natalie is focused on her finances, she would rather spend more on high quality items versus cheaper available options (Mintel, 2023, p.13). She has interests in product quality and longevity like 76% of Millennials (Mintel, 2023, p.13). Also, Natalie becomes loyal to brands that are focused on and highlight their product's durability, timelessness, and craftsmanship (Mintel, 2023, p.13). She prefers to shop online rather than in-store as do 67% of the Millennial generation (Lindner, 2023). This is the most convenient option for her when considering her lifestyle. Natalie also chooses to buy an environmentally friendly product when there is an opportunity to do so; this is similar to 75% of her Millennial peers (Lindner, 2023). She is socially conscious much like her generation, which "believes that corporate social responsibility is key to alleviating poverty and improving life outcomes" (Cheng, 2019). Climate change is also a key issue for Natalie and her beliefs. As does 71% of Millennials, climate is an important issue for her when wanting to ensure a sustainable future for her children and following generations (Tyson, 2021). While she is conscious of the events around her, she makes sure to take care of herself as well. Natalie, like others of her generation, prioritizes and is motivated to better her health and wellness to reduce challenges in her future. Caring for her mental health, managing stress, and eating healthy allows her to stay focused on her passion for interior design and spending time with her family and friends. She also enjoys scrolling through social media platforms for a few hours each day. Her favorite platforms are Facebook, Instagram, and YouTube (Lindner, 2023). Taking time to look through the newest content released and connect through her friends and family's posts. As Millennials are ethnically diverse and optimistic, Natalie is open minded in many parts of her life and has developed friendships with those from different backgrounds, races, ethnicities, and genders (Cheng, 2019). She also uses social media to stay informed and connected to her favorite brands. Natalie prefers to use these platforms as do most of her Millennial friends, 87% using Facebook, 72% using Instagram, and 66% using Youtube (Lindner, 2023). Natalie likes to use both her phone and tablet but her phone is an essential part of her day to day routine (Vogels, 2019). She is very tech savvy much like the others in her cohort and is accepting of new uses of technology that solve problems and make their lives easier. Natalie also agrees that artificial intelligence will have a positive impact on society (Mintel, 2023, p.13).

CONSUMER PROFILE CONT.

Buying Patterns

Natalie is a big online shopper. Her generation leads in the digital buying era teaching even older consumers proper online buying habits for luxury or highly priced quality items (Hays K. 2018). Natalie trusts the online shopping aspect of investment shopping (Hays K. 2018). There is a lot of subtle research that goes into the purchases she makes (Jae Han Jay Min, et al 2019). As a 27-year-old all of Natalie's adult life has been spent navigating the internet and social media and it shapes her purchasing behavior (Jae Han Jay Min, et al 2019). The brands Natalie chooses to buy from are often an extension of her personality (Ell K. 2019). Natalie loves all things natural, many of the brands she follows on Instagram like Lululemon and Patagonia are transparent making their brand identities easy to access and follow (Ell K. 2019). She is very interested in furnishing her new home with pieces that will last as well as cater to her lifestyle, she takes her time finding exactly what she wants so the process may take a while (Millennial Moms Want Safe Textiles, 2018). Like Natalie, 57% of her counterparts agree they want eco-friendly home textiles (Millennial Moms Want Safe Textiles, 2018). Natalie is an avid follower of a few celebrities, these celebrities often sway her purchasing habits (Jae Han Jay Min, et al 2019). If an influencer she closely aligns with and endorses a product, Natalie is far more likely to trust and purchase based on their recommendation (Jae Han Jay Min, et al 2019). This also goes the opposite way, if an influencer negatively reacts to a product, Natalie is extremely likely to boycott it (Jae Han Jay Min, et al 2019). Natalie almost always starts her shopping journey online but like 71% of her Millennial peers will travel to multiple stores on and offline to find what she is looking for (Marks J. 2018). As Natalie is newly married and thinking about starting a family she is willing to spend more money on long-lasting eco-friendly items that align with her values (Millennial Moms Want Safe Textiles, 2018).

Advertising and Media Patterns

Perceptions of Advertising

Natalie Dupont's age is a perfect mix of Generation Z and Millennials. Peers here age that are Gen Z and young Millennials are the most targeted generations in advertising right now. Natalie learned new trends and news about the textile industry through advertising, A 2023 survey revealed that Gen Zers' favorite advertisement types are creative, entertaining, and funny. Meanwhile, the same study indicated that commercials interrupting content or sounding too loud are the main ad features Gen Z cringes at (Statista Research Department, 2023).

CONSUMER PROFILE CONT.

Just like Gen Z, Natalie doesn't like to be interrupted while doing something important. Loud and in-your-face advertising is not something that Natalie will pay attention to, this is because it doesn't have a purpose to her. Advertisements that are calm and have a purpose are the ads that most Gen Zers and young Millennials like Natalie pay attention to. Just like her and her friends, Gen Z and young Millennials enjoy advertisements that go straight to the point and have a clearer purpose behind them. Natalie Dupont wants her advertisements to convey a message or something she can learn from. Natalie tends to relate to Gen Zers when it comes to advertisements because she has the shortest attention span of all generations, with an average of 2.7 minutes since she is always busy with her husband and work (Chansky, 2023). This is because she grew up with social media and therefore has a lot of digital distractions. If an advertisement comes on and it's too long, she incorporates the brand with the bad experience she had with the advertisement. It's important to keep the advertisement simple and clear so the target audience like Natalie would not get bored or turn away from the point that the campaign is for. Many advertisements have become shorter because Gen Z and young Millennials like Natalie have a shorter attention span.

Trends in advertising to this consumer market

The trends around Natalie's generation are usually related to sustainability or a political matter that Gen Z and young Millennials care about. Natalie, like many Gen Zers and young Millennials, cares about the brand's purpose and its transparency to its consumers before buying the product itself. As stated in a 2023 article, "For instance, statistics indicate that 60% of Gen Zers prefer businesses that openly support social issues that matter to them" (Chansky, 2023). The most important thing to Natalie and her generation is to be a trustworthy company. If you are a trustworthy company in Natalie's eyes, she is more likely to be a loyal customer for a long time. Natalie values her time and if a company appeals to her values and beliefs, she will most likely follow them and support them. Young Millennials like Natalie also have the same beliefs stating, "85% of Millennials say it is "extremely or very important" that companies implement programs to improve the environment" (Sucich, 2021). The target consumers who are between the ages of 25 to 30 have a strong preference for environmentally friendly products including Natalie and her friends. Most of Natalie's friends are between the ages of 25 to 30, which is a mix of Gen Z and young Millennials. These are the age groups that Natalie relates to the most.

CONSUMER PROFILE CONT.

Natalie and her friends care about the environment and have learned that past generations have not kept our earth clean. Natalie and her friends know that this will lead to a lot of problems in the future and even the present that we are currently facing. They believe that supporting sustainable brands will help solve the problems that past generations have caused. Many research articles have concluded that people in the age group of Natalie and her friends have very similar values and beliefs since they both group with technology being a part of their lives. As stated by Mediatool, "At their core, they value authenticity, diversity, and technological innovation" (Mediatool, 2024). Natalie and her friends are a diverse group of people who love to see an expression of multiple cultures and learn about each other's cultures and beliefs through stories or advertisements. Gen Zers and young Millennials like Natalie can't live without technology since they group with it. Nearly 100% of Millennials including Natalie use the internet and 19% are smartphone-only internet users (Sucich, 2021). Technological advancement is something that Natalie grew up witnessing, she remembers when the first iPhone came out in 2007 and when Instagram was first created. Again, providing a superior online (and mobile) experience is important, as is a strong social media presence for Natalie and her friends (Sucich, 2021). These are the trends in advertising that many Gen Zers and Young Millennials like Natalie have seen companies implement. These trends relate to Natalie's personal experience and beliefs.

What do they read, and watch (how do they get information?)

Natalie grew up with technological advancements and developments. She was alive when the first iPhone was released in 2007 and was there when social media was a new concept. Natalie mostly uses social media to gain information and learn about new products or new releases. She usually gets her news from social media platforms like Instagram, X (used to be called Twitter), or YouTube. Natalie and her friends have adapted to using their smartphones, laptops, and other technological gadgets to help them better perform in their jobs. Her generation has placed such a priority on the internet and cell phones that she and her friend can't imagine a world without their devices (Cheng, 2023). Natalie also loves using Instagram and YouTube to watch the news or to entertain herself. She likes to watch many influencers on Instagram and trusts their product reviews. Both Gen Z and Millennial news audiences demonstrated a clear preference for using social media to get their news, just like Natalie and her friends (Watson, 2024).

CONSUMER PROFILE CONT.

Natalie often listens to podcasts about becoming a mom and during these podcasts, she listens to a lot of audio advertisements. She likes listening to audio advertisements just like 73% of her generation (Spotify Editorial Team, 2023). This is because it makes her expand her imagination and therefore she is more likely to remember the advertisement. Along with her friends, Gen Zs and her Millennials generation make up the largest demographic of podcast listeners. With one in five listening every week, for an hour a day on average (Spotify Editorial Team, 2023). Natalie usually listens to her podcasts on her way to work in the car or when she gets home from work. She listens to all of her favorite podcasts on Spotify since it's easier to access.

Perceptions of the retailer

CICIL Home promotes themselves to be a transparent, environmentally conscious, and high quality rug company (Yarborough, 2023). According to the company's website, CICIL Home's main focus is on building a sustainable and natural supply chain that leads to a quality product "that will last a lifetime" (Cockerham and Tripp, 2023). Although a small business, founders Caroline Cockerham and Laura Tripp have maintained sourcing responsibly and consciously by only using natural materials and ingredients to produce their long lasting and high quality products that resonate with their consumers (Cockerham and Tripp, 2023).

According to Home and Texture, a new homeowner content website, Millennials have been slowly gravitating towards the "quiet luxury" look (Hardison, 2023). There has been a recent increase in demand for products that showcase luxury through quality, minimalistic design, and longevity instead of through logos and short lived trends (Hardison, 2023). Luckily, CICIL Home capitalizes on bringing top tier quality products and excellent craftsmanship. Vogue has also written various articles about how quality and manufacturing conscious products speak volumes about wealth and design over trendy, low quality products (Watson, 2023). Supporting this information, Natalie would also support high quality products even if they are on the pricier side. An expensive but quality product helps fit into the quiet luxury lifestyle that Natalie would fall into, especially as a Millennial and new homeowner.

Based on the reviews and image that CICIL Home has, almost all of their products that have reviews only have 5 star reviews mentioning the design and quality (Cockerham and Tripp, 2023). A space can be highly elevated with small pieces that accentuate or add to the decorum of a room (Watson, 2023).

CONSUMER PROFILE CONT.

Many more people, not just Millennials, have become open to the idea of classy minimalism and have taken a liking to high quality and expensive products such as the products from CICIL Home (Hardison, 2023).

A small but persevering company, CICIL Home, maintains a strong stance towards their policies about environmentally sustainable methods while working with small ethical farmers and manufacturers that align with the company (Cockerham and Tripp, 2023). As not a lot of consumers have shared their experiences about their views on CICIL Home, it can be inferred that a vocal company promoting sustainable methods, showcasing every moment of the business, and their reasoning will continue to show more of the positive sides to their consumers (Hardison, 2023). The prices tie into showcasing quiet luxury but also supporting conscious consumerism, CICIL Home could have a positive impact and high class representation for their consumers.

CREATIVE BRIEF

Brand Platform



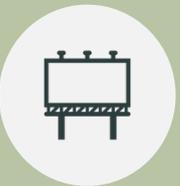
It starts at home - we care about building your nest, naturally, consciously, and sustainably. Bringing in soft, durable, and minimalistic designs. From natural wool to the rug you love. Quality is what you deserve.

What do we need to know about the brand?



CICIL Home works to ensure a sustainable, transparent supply chain as well using all natural materials and creating minimal eco footprint. Consumers can customize the size and color of the brand's minimalistic designs available.

Brand Connections



Online, social media, and TV marketing is the best way to communicate with CICIL's audience. With social media being a huge part of many Gen Zers' lives, customers often used platforms like Tik-Tok, YouTube, Instagram, and X (formerly Twitter). In fact, according to the Global Web Index, over 60% of all Gen Z members are on social media.

Who are we talking to?



Natural Nesters -

People who want to make their house a home. New Gen Z and Millennials homeowners. Primary women make furniture and home decor decisions. Pet friendly, material conscious. Safe elements to build the most natural home for every kind of family.

Why might this project fail?



Strays from main principles of the brand. Needs to meet the right target audience while being open to reaching others. Meets interest of building a home with consciously sourced materials and manufactured products.

Who is the main competitor?



Ruggable - Considered a competitor because they offer features CICIL does not such as machine washability and various textures. They focus on customization on their wide range of designs.

Armadillo - A competitor with a similar climate mission as CICIL. Advertising that the luxury quality rugs they provide help leave the world better than you found it

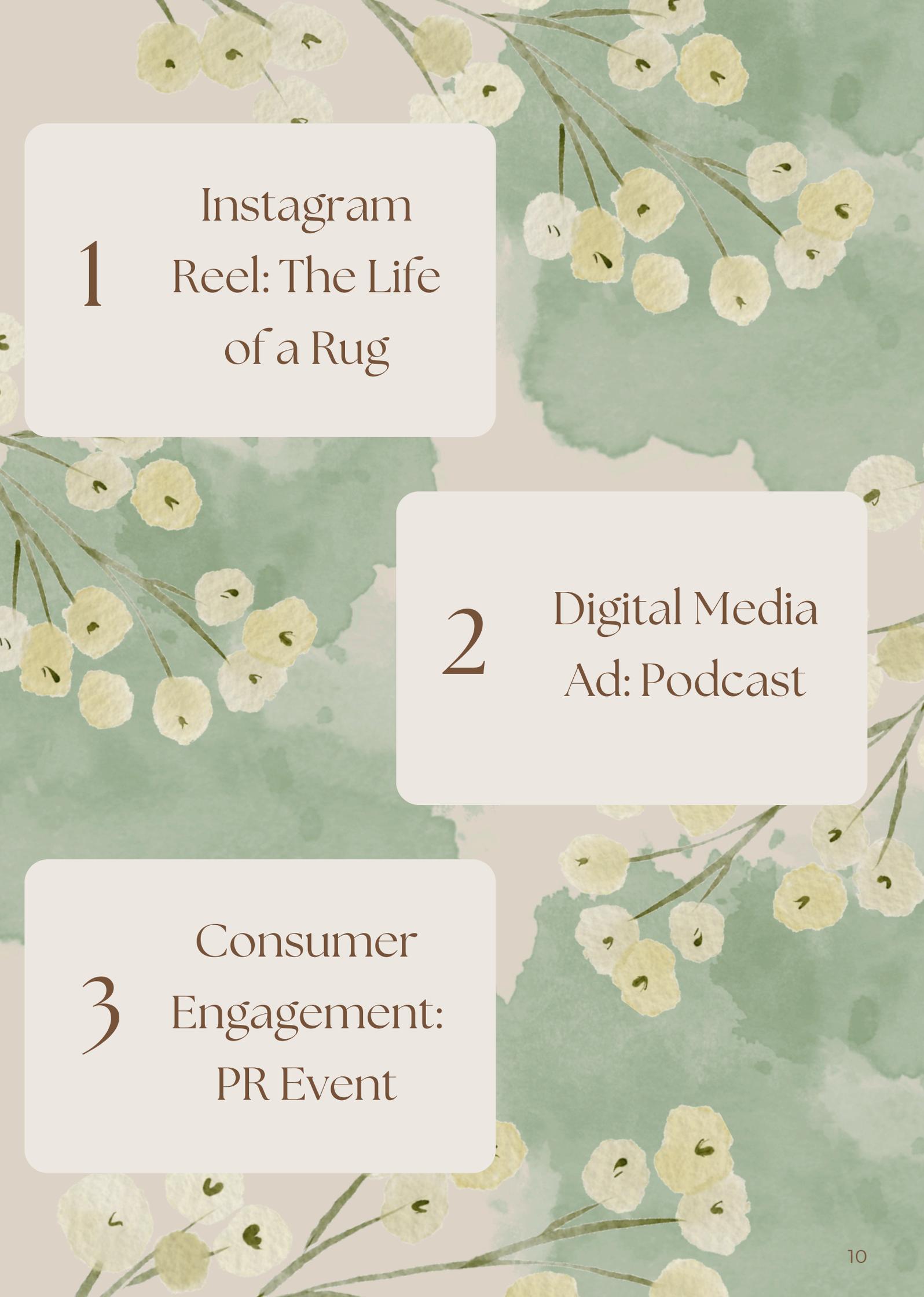
MESSAGE STRATEGY

Utilizing the heart strategy would be the best way to represent CICIL Homes and their campaign towards new homeowners. We believe that appealing to our target market's love of their home and the time and effort that goes into making their house a "home" will have the strongest impact. Millennials support brands that align with their values as they agree with what the business prioritizes, such as sustainability and environmentally conscious decisions (Culture, 2023). Authenticity and transparency as a company are also highly appreciated by Millennials as they can feel more trust within the brands and the goods or services that they provide (Culture, 2023). Focusing on these main characteristics of our target market will allow CICIL Home to clearly communicate their brand principles, speaking to the emotional side that Millennials hold and value in the brands they use.

Our creative executions will use a value proposition strategy that targets spreading awareness towards environmentally conscious investments based on quality, longevity, and sustainable practices. This strategic format will combat the key communication problems of whether the high prices are worth investment and their niche market reach due to their current marketing. According to the US 2021 Intel Consumer Report, "63% of Millennials were willing to pay more for sustainable products" (Valassis, 2021). Advertising the pricing strategy as a way of understanding that CICIL Home's products guarantee quality, durability, and sustainable practices and materials, will help consumers be more inclined to consider the investment of higher priced products that will inherently save them money and the environment in the long run. This strategy will help CICIL Home communicate better with how their values truly align with how Millennials feel about environmental sustainability and conscious choices, especially with what consumers build their homes with.

This message strategy will ideally position CICIL Home to express that they prioritize values that Millennials also prioritize. Millennials are focused on building homes that are safe for their family and align with their ethical and moral values (Valassis, 2021). Promoting the reasoning behind the choices that CICIL Home has made in regard to environmentally conscious practices and sustainable principles will push more Millennials to agree with and support their brand.

The many advantages that come with using a value proposition strategy that further connects consumers with the brand. Consistency of a brand strengthens the brand's identity through all channels and solidifies the messaging and values that the company stands by and supports. CICIL Home strongly believes in using practices that are sustainable and beneficial to the environment while maintaining high quality and using all-natural materials. These values and principles are seen in everything that the brand does and help consumers be more trusting of and feel that the brand is transparent and authentic. This brand positioning sets CICIL Home apart from its competitors and gives competitive advantages towards staying all-natural and conscious with every step of the process in manufacturing their comfortable and stylish products. Attracting consumers that resonate with these views, value propositioning also establishes increased relevancy with their target market and adds to their impact on why CICIL Home believe in these values. Overall, these advantages intertwine together to create a sturdy impact on Millennial homeowners and encourage conscious decision-making for the environment.



1 Instagram
Reel: The Life
of a Rug

2 Digital Media
Ad: Podcast

3 Consumer
Engagement:
PR Event

BUILDING WITH LOVE

“IT STARTS AT HOME”

The overall goal of Haven’s campaign for CICIL Home is to increase brand awareness among Millennials, specifically those from 25 to 30 years old. The name of the campaign is “Building with Love” and is accompanied by the slogan “It Starts at Home”. Haven has determined that the “Natural Nester” or target audience for this campaign will respond well to emotionally honest advertising that melds with their values and interests. Researchers suggest that millennials, in general, prefer honesty above all else in advertising, they are heavily influenced by opinions from trusted individuals (Naumovska, 2017). There is also a need to garner an emotional connection with a brand often before big purchases (Magids, et al, 2015). A millennial is drawn to strong visuals presented in advertising as this holds the viewer’s attention while delivering clear messages (Naumovska, 2017). With these things in mind, we have tailored a campaign that seeks to present to the consumer the softer side of CICIL Home. The Natural Nester is in the process of building a home, and with that comes attention to detail and a lot of emotion. This consumer point-of-view influenced the campaign name choice “Building With Love” and our Slogan “It starts at home”. The keywords building, love, and home help convey a sense of warmth and emotional connection, showcasing the comfort and security that CICIL has to offer.

We have three measurable goals that will help us recognize and understand the success of our efforts. Our first goal is to improve brand engagement among Millennials through the social media platform, Instagram. We will measure success through Instagram analytics such as followers, likes, views, comments, shares, etc. It is important to create consistent Instagram engagement with their audience via reels, posts, lives, and Q&As. CICIL Home should implement storytelling into its marketing materials. This will allow consumers to recognize how their product will fit into their lives.

Our second goal is to increase brand awareness for CICIL in the home decor category of the marketplace. Participating in advertising of popular podcasts will allow CICIL Home to reach their target audience through the identification of a shared interest and trusted individual. We will measure success by gathering podcast analytics pertaining to CICIL and overall sustainable home decor interest.

Our final goal of the campaign to improve CICIL Home’s conversion rate among Millennials. We would measure this by tracking the longevity of a person’s following and gather insight on how long it took them to make a purchase. Also, utilizing pre and post purchases surveys to gain satisfaction guarantee ratings and in depth reviews from customers.

Overall, the goal of “It Start’s at Home” is to meet the needs of the Millennial generation by emphasizing the values of CICIL Home.

Media Tools

Instagram Reel:

CICIL has the opportunity to reach a wider audience by using emotional messaging in its advertising. Millennials prefer strong visuals in advertising, along with honesty as a driver for attention (Naumovska, 2017). Millennials often foster emotional connections with products that then drive the act of purchase (Magids, et al, 2015). A large percentage of CICIL's target audience is in the process of building a home and is therefore heavily influenced by advertising that pulls at the heartstrings in this way (Magids, et al, 2015).

We propose posting a series of Instagram Reels that take viewers on a captivating journey through the purchase process of ordering a rug from CICIL. Each reel will artfully blend emotional storytelling with informative glimpses into your sustainable business practices and transparent supply chain. We want your consumers to get a glimpse at life after purchase, showing real homes day to day after a purchase from CICIL Home. With Instagram being CICIL's primary advertising platform, Reels offer a seamless way to engage consumers quickly and effectively.



Podcast:

With millennials leading the pack as the largest consumers of podcast media in the United States (Gotting, 2023), tapping into this platform presents an opportunity to connect with your demographic.

We've identified "Good Together" as an ideal platform for spreading a message to eco-conscious millennials. Hosted by Laura Alexander Wittig, founder of Brightly. She brings answers to top sustainability questions while interviewing experts around the world helping guide individuals in living a more conscious lifestyle". Good Together is the #1 podcast for conscious consumers and in the top 150 podcasts in the united states. On the Good Together's website, there is opportunity to be featured under their sustainable home section.



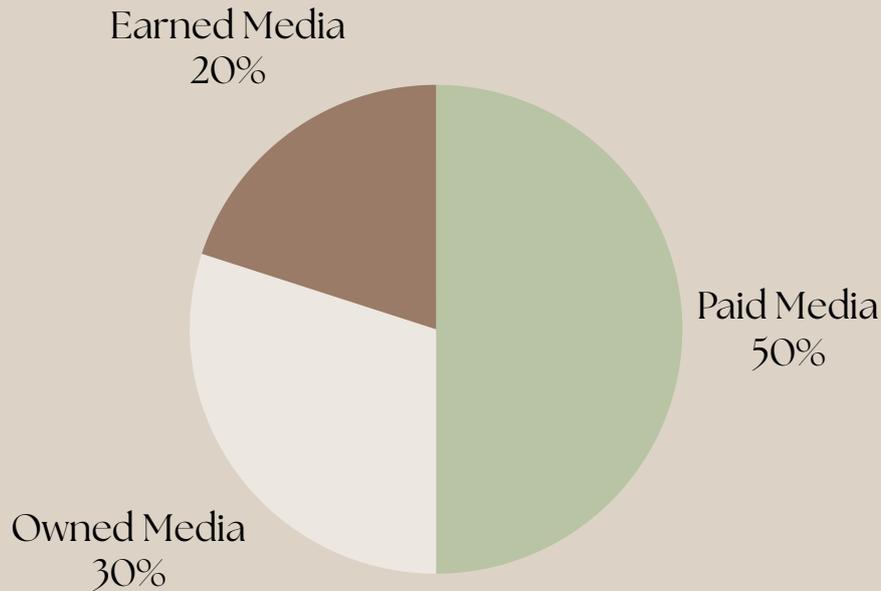
PR Event:

The eco-conscious millennial is proactively investing in socially responsible ventures (SRIs)(Cheng, 2019). Studies indicate that your demographic is inclined to act upon their principles and values surrounding sustainability(Cheng, 2019). When the company is in position to launch a new product line, hosting a PR Event serves as an excellent strategy to generate excitement, cultivate support, and foster community engagement. A PR Event doubles as an opportunity to gather insight, providing metrics to inform your future business strategies. For CICIL, it is important to gauge the conversion rate of customers, specifically the rate at which CICIL's Instagram followers become consumers. The event invitation will feature a survey prompting attendees to indicate whether they are following CICIL, and if so, to provide details on the duration of their following and the timing of their rug purchase, if applicable.



The PR Event will serve as a multifaceted experience, inviting consumers and sustainability enthusiasts to engage in various activities. These could include; guest speaker panels discussing ways to be more eco-friendly and the future of sustainable textiles, interactive workshops such as weaving classes or natural dyeing workshops, live demonstrations of CICIL's rug manufacturing process, and lastly, an unveiling of CICIL's latest collection.

MEDIA MIX



Our media choices were selected based on the preferences and behaviors of our target audience. We plan for 20% of our campaign to come from earned media, including attendance at the PR Event, recognition from hosts like the Good Together podcast, and positive word-of-mouth during the campaign.

Owned media will make up 30%, using content made Instagram Reels and activities planned for the PR event, many of which are already owned by CICIL.

The remaining 50% will be paid media which includes, covering expenses for the PR Event, creating more content for Instagram Reel that does not already exist, and paying for podcast advertising.

CREATIVE EXECUTION

Instagram Reel:

We decided to do an Instagram Reel so it can reach many of our customers faster. The video focuses on the emotional aspect of CICIL Home. The Instagram Reel will demonstrate CICIL Home's rugs and how a new mom gets a safe and sustainable CICIL Home rug for her newborn child at their new home. At the beginning of the video, we see a mother with her newborn child looking at her laptop. This scene represents her shopping online for a safe rug for her child. When she finds that CICIL Home sells sustainable rugs with no chemicals added to them, she decides to purchase a rug for her baby. Then, the next scene shows the process of the rug being made from natural wool to a person sewing the rug. When the material is finished, it gets delivered to her home. She opens it with excitement knowing that her baby can play safely on the rug. In the last couple of scenes, we can see that the mother and the baby are playing together on the floor, with the new rug. We wanted to focus on the heart strategy and the emotions a mother goes through for her child. We focused on the afterlife of the rug and how it lasts for a long time because it is a natural fiber that has no added chemicals or dyes. We also decided to do a calm but emotional song for the video. We used "Golden Hour" by JVKE (Instrumental Version) because we wanted a song that many Millennials could recognize and relate to. It is an emotional song to help capture the hearts of new mothers who are purchasing products to make their new home a safer place for their children.



Podcast:

Good Together is a sustainable living focused podcast hosted by Brightly, an educational platform and hosted by Brightly's CEO, Laura Alexander Wittig. The family-friendly podcast covers various topics all about ethical, eco-friendly, and conscious living. Good Together is an ideal podcast to collaborate with as they have been named Apple's #1 conscious-consumer podcast six times in a row. Their coverage of various environmentally conscious topics aligns with CICIL Home and the values that both brands want to share with their consumers.

A podcast advertisement presented in Good Together would be a good way to broaden brand awareness. According to Statista and a study on podcast consumption in the US, 59% of millennials stated that they listen to podcasts (Götting, 2023), becoming the largest consumer of podcasts in the US in 2022. Podcasts are on the rise for audio advertisement success especially within CICIL Homes' target market.

The script includes factual information that is presented in all of CICIL's Home platforms such as their website and Instagram. This information and the way that it is presented will help brand awareness and reach consumers that fall into CICIL Home's target market. If Wittig mentions personal experience using CICIL Home products and how her views on her values and personality are present within the company's products and practices, this will allow more consumers to be open to the idea of trying CICIL Home products. Collaborating with an authentic and trustworthy figure such as Wittig will boost brand awareness and open opportunities to further communicate CICIL Home's principles and goals.

CREATIVE EXECUTION: PODCAST SCRIPT



Good Together:

Ethical, Eco-Friendly, Sustainable Living

Brought to us by Brightly and hosted by Laura Alexander Wittig

Host Script:

“We all know I’m a huge fan of sustainable living, but imagine combining that with chic designs and all natural materials, CICIL Home has all of that on top of reflecting eco-conscious values and personality!

Rugs made with skilled craftsmanship and care. Made with the environment and your child’s wellbeing in mind, CICIL Home is perfect for every stage of life, creating a safe haven for my little one. Giving me the security I need to let my daughter crawl, play, and explore around without any worries.

I can feel confident and comfortable with CICIL Home’s commitment to environmentally conscious choices and sustainability while making my home just that much homier.

Say goodbye to harmful chemicals and say hello to peace of mind. Build your home with love with sustainable and stylish home decor at your feet. It all starts at home.”

CAMPAIGN TIMELINE

INSTAGRAM REEL

- October
 - Brainstorm Reel ideas and objectives
 - Plan out the entire filming process
 - Have a sequence of shots in the Reel planned
- November
 - Find models
 - Research locations to film and reach out
- December
 - Finalize any scripts needed for the film
 - Have models and locations set
- January
 - Fly out models if needed, expenses paid
 - Film shots for reel
- February
 - Editing
- March
 - Have reviewed by the team
 - Finalize and tweak if necessary
 - Release by end of month

PODCAST

- January
 - Begin brainstorming topics
 - Reach out to "Good Together" with proposal
 - Plan meet-ups, recording, editing
- February
 - Have drafted script
 - Edit and finalize while working with the podcast crew
- March
 - Record podcast
 - Edit and review
 - Release by end of month

PR EVENT

- January & February
 - Brainstorm event objectives
 - Plan out how, when, who, and where
 - Figure out specific ideas included at event (guest speakers, live demonstrations, activities, creating new product line, etc.)
- March
 - Send out invitations to guest speakers
 - Reach out to venue, pay for rental
 - Set appointment for event coordinator and decorator
- April & May
 - Begin planning out new line that will be revealed at event
 - Create marketing plan for advertisement of event
 - Have timeline for everything finalized
- June - August
 - Continue working on marketing plan
 - Develop product line for event
 - Prep for activities, source items needed, chairs, tables, etc.
- September
 - Have guest speakers and any other guest list finalized, pay in advance if needed
 - Begin releasing advertising of event until May of following year
- October - January
 - Have new product line in production, going through quality inspections, tweak if needed, etc.
 - Continue prepping for activities for event
- February
 - New product line complete
 - Increase promotion of event
 - Continue prepping for event activities
- March - May
 - Finishing details to event prepped
 - Event held in May
 - Document event through social media

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