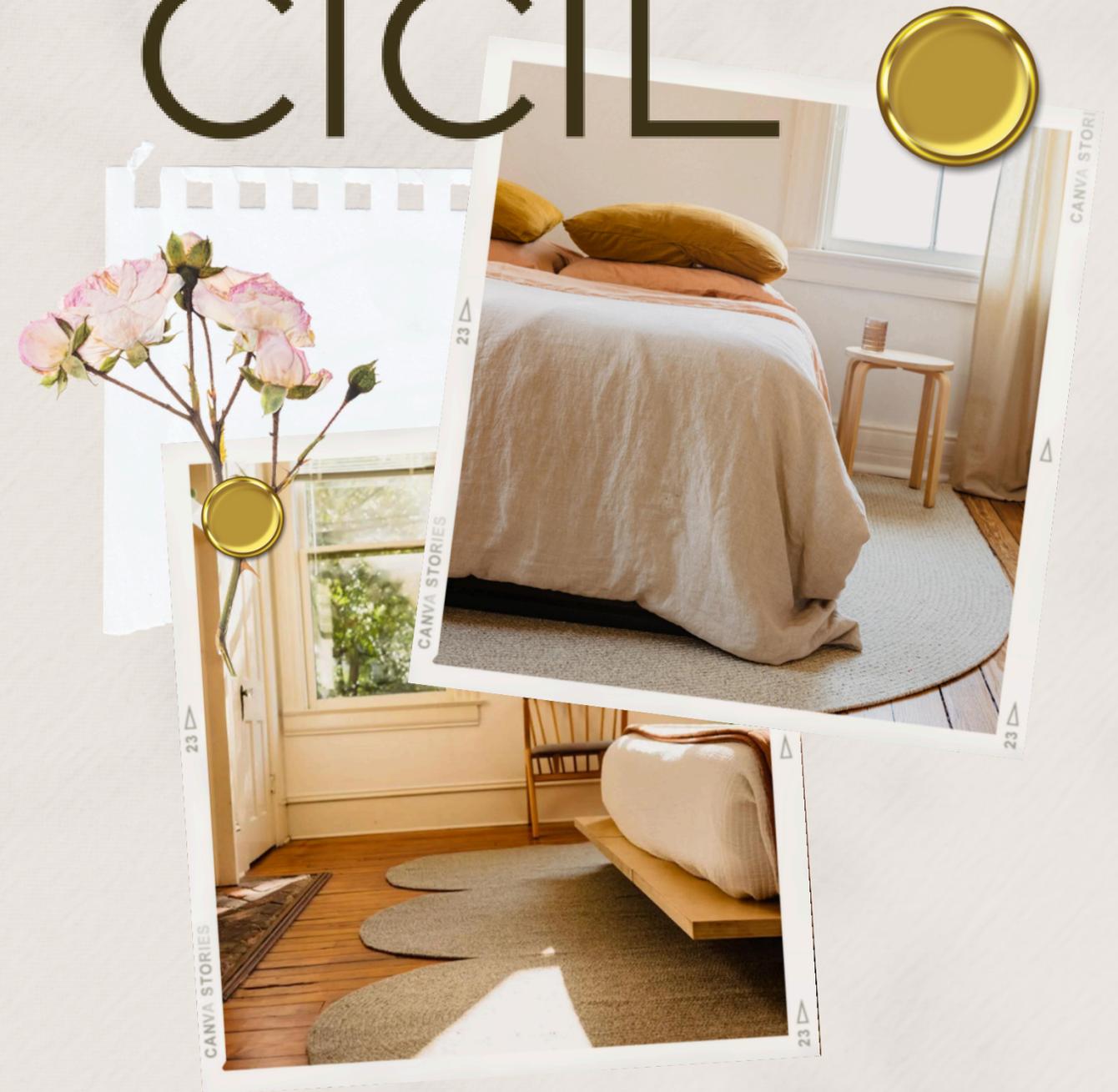




S U S T A I N A B L E L I F E S T Y L E

CICIL



# Meet the Team!



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

"Embrace the Haven, Inspire Sustainable Living"

### **Our Mission:**

Haven Sustainable Lifestyle is a specialty marketing agency that strives to personify your brand's values. We care about telling stories that shine a light on positive, conscious change by creating and delivering innovative content with the environment in mind.

# Key Communication Problems

Through conducting a SWOT analysis of the CICIL Home brand, our team concluded that there are a few points of weakness that need to be addressed.

- **High Pricing --> Justifying environmental investments**
  - Although CICIL rugs are expensive, they are made of natural Wool fibers and will last the customers a long time. Since the average person may not budget for a rug in this price range, it is important that CICIL highlights its mission and emphasizes the value a consumer gains from investing in a long-lasting rug.
- **Niche Consumer Market --> Expanding connections with brand values**
  - Because CICIL's target market is niche considering price range and customization, we suggest explaining the reason for their limited selections. CICIL can connect the brands values and minimalistic selection, by marketing these style choices as ideal for particular aesthetic.
- **Lack of Diversity in Products --> Brand consistency and comparative advantages**
  - CICIL only offers 14 total products in three colors. Although beautifully crafted, CICIL has not fully set themselves apart from their competitors in terms of product selection. CICIL Home can drive home the ideals presented in their mission statement in advertisements. There is also opportunity to emphasize what CICIL does differently compared to other rug and home companies.



# Key Campaign Objectives

## 1. **Improve brand engagement among Millennials through Instagram**

a. We will measure success through Instagram analytics such as followers, likes, views, comments, shares, etc.

## 2. **Increase brand awareness consumers to understand environmentally conscious investments**

a. We will measure success by gathering podcast analytics pertaining to CICIL and overall sustainable home decor interest.

## 3. **Improve CICIL Home's conversion rate among Millennials**

a. 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.



# Consumer Profile - Natalie Dupont

- 27-year-old interior designer in Boston, Massachusetts
- Married for one year to Alex Dupont
- College graduate with Bachelor's degree
- Has been in work force full time since graduation
- Natalie makes \$50,000 yearly with no debt
- Salary unlocks a comfortable lifestyle
- Interested in high quality products and longevity
- Chooses to spend on environmentally friendly items
- Alex and Natalie are looking for a new home before building their family



# Campaign Strategy & Media Tools

**Media Tools:** Instagram/Instagram Reels, Podcast Marketing, PR Event

**Campaign Strategy:** Story telling by melding the consumer point-of-view, the sustainable community and the production process

## Podcast

- Millennials are the largest population of listeners in the US
- "Good Together" is an ideal podcast to bolster brand awareness
- "Good Together" has been named Apples #1 conscious-consumer podcast six times
- Hosted by Laura Alexander Wittig who is also the CEO of Brightly (an educational platform)

## Instagram Reel

- Natural Nesters respond well to emotional messaging
- Let's create a series of Instagram Reels that take viewers on a captivating journey they can relate to
- Consumers get a glimpse of life after a purchase from CICIL Home
- Reels are a seamless way to engage consumers quickly and effectively

## PR Event

- A PR Event is a great way to generate excitement, cultivate support, and foster community engagement
- It's important to gauge the conversion rate of CICIL's customers
- The event will feature multiple activities:
  - **Guest Speaker Panels**
  - **Interactive Workshops**
  - **Live Demonstrations**
  - **Collection Unveiling**



# Campaign Details

- **Name:** Building with Love
- **Slogan:** It Starts at Home
- **Overall Message:** CICIL Home offers products that are built with the environment and your family in mind
- **Tone:** Warm, clean and inviting



# Recommendations

Utilizing and being consistent with social media platforms will help CICIL Homes build a community and have more content to boost their brand awareness and reach to consumers:

## **Youtube**

- More videos
  - Youtube shorts, Q&A's, behind the scenes, or other collaborative work
- Low budget
- Larger reach

## **Facebook**

- Facebook reels, live streams, connections and networking
- Millennials are the largest users of facebook (87%)
- Homeowners use facebook a lot to shop for furniture and other home decor products
- Low budget

## **Instagram**

- More consistent posting and interaction with followers
  - Instagram reels, live streams, highlights, story posts

## **Explore other effective styles of advertisement**

- Podcasts, pop-up events, collaborative events, etc.



# Instagram Reel

- This is an Instagram Reel post that would be done to help advertise our campaign for CICIL Home.
- In the Reel, we see that a new mother who's moving into a new home is ordering from CICIL Home. We emphasize the production process, from her ordering it, all the way down to her using it with her baby.
- Emphasizing a mother with her newborn being able to play on the CICIL's wool rug because the rug doesn't contain any harmful chemicals that would harm her baby.
- We wanted to focus on the emotional journey that new mothers go through when deciding to buy safe products for their children.

# Podcast

“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! 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.” – Laura Alexander Wittig



**Good Together:**  
Ethical, Eco-Friendly,  
Sustainable Living  
By Brightly and Laura Alexander  
Wittig

# Campaign Timeline

## 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

## 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



# Campaign Timeline

## 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



# Thank you!

Any questions?



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