



CREATIVE/  
MARKETING  
..... VIGO

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# MARKETING AGENDA

•••• VIGO



## BRAND IMAGE

Slogan  
Brand Message  
Market Place



## CREATIVE/ MARKETING

Designer Collection  
HGTV Marketing  
Consumer Education



## SOCIAL MEDIA/ MEDIA

Media Attention  
Social Media Push  
Website Revisions

# BRAND IMAGE

..... VIGO



## SLOGAN

Form. Function. Affordable.  
High Design for Every Home  
Design within Reach  
Affordable Elegance  
Fresh Design, New Solutions



## BRAND

Actual Brand: Look: pull out  
the circle element  
Coloring: tonal, less colors  
Logo: pull out VIGO wording  
on occasion

## ESTABLISH MARKET

Home vs Commercial  
Corporate Real Estate



# CREATIVE/ MARKETING

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## DESIGNER COLLECTION

Represented by a Designer such as Thom Filicia, featured designer suggestions, colors, room decor



## DISPLAY / PACKAGING

As seen on HGTV tags on product (at retail level display) and on packaging





**DO-IT  
HERSELF**  
WORKSHOPS



gettyimages®  
Jose Luis Pelaez

# CREATIVE/ MARKETING

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## IN STORE DEMOS

Educating consumers through  
retailer workshops such as  
"Home Depot's Do It Yourself"



## DIY TUTORIALS

Tackling the job and simplifying  
for the weekend warrior DIY-er  
Putting a face to the product



# MEDIA VIGO



It's no stretch to call the outdoorsy Moseley family poster children for healthy Montana living. Dad Paul runs a fly-fishing resort, the Ruby Springs Lodge, in Twin Bridges. Jeanne, a stay-at-home mom, loves to spend wintry afternoons exploring the rugged terrain on snowshoes. The couple's two kids—son Austin, 9, and daughter Bennett, 6—have been skiing practically since they could walk. But there is one state tradition in which this bunch does not take part.

"Cabins in Montana tend to have dark decor," explains Jeanne. "There's a beauty to the style, and that's exactly what I didn't want." So when she and Paul bought a vacation place on the slopes of Big Mountain, near the town of Whitefish, three years ago (the family also owns a home in Missouri), they took a decidedly different route to decorating—with an all-white approach.

Well, almost all-white. Working with interior designer Stephanie Sandton, Jeanne ultimately decided on a grayish-white hue, Benjamin Moore's Collingwood, for every wall. The next step? White slipcovers for the sofas and chairs, as well as white bedding—all of which can go right in the laundry. "I've got kids and two dogs, so there are occasional spills," Jeanne says. "I think people can be afraid of white, but



ETT Slipcovers (Shelley) are made of washed with hand-drawn cotton. From the living room (previous), the leather armchair is by Decoupage; the Moseleys had the gray-white side table custom-made.

BELOW Jeanne found the slipcover fabric online, as well as a photo transfer (inspiration) of a vintage photo.

DIY PROJECT: A custom photo transfer salvaged from a poster, "All I See in the World," is the focal point of the stool in Yellowstone National Park, Old Faithful Inn.

"People can be afraid of white, but between washable and stain-resistant fabrics, it's easy to take care of," says Jeanne Moseley. "I've got two kids and two dogs!"



## MEDIA ATTENTION

Home décor Magazines (i.e. Elle Décor, HOME, Wallpaper)

Women's Magazines (Racheal Ray, O Magazine, Good Housekeeping)

DIY Stations (TLC, HGTV, DIY Network, This Old House)

Bloggers (Interior Design, DIY)

Local News Channels

Regional Media (NY1, Fox 5 News, WB11, ABC, NBC)

National Media (Today Show, Good Morning America, CBS This Morning)



## SOCIAL MEDIA PUSH

Social media outlets and strategic partners with retailers (HomeDepot, Amazon)

Facebook: tutorials, DIY, Contests, Brand Info, Design Info, Press

Pinterest boards : "achieve the look"and diy

YouTube ; tutorials, DIY, media attention



## WEBSITE REVISION

Trending blog

Better Pictures

Parallax Scrolling

Less copy/content

Video of HGTV moments, actual press clippings

Better tags and SEO search words



