







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

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





CREATIVE/ MARKETING

IN STORE DEMOS
Educating consumers through
retailer workshops such as
"Home Depot's Do It Herself"



DIY TUTORIALS

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





i's no strench to call the ourdoorsy Moseley family poster children for healthy Montana living. Dad Paul runs a fly fishing resort, the Ruly Springs Lodge, to Twin Bridges, Jeanne, a stay at home mon, 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

"Cabins in Montana tend to have dark decor," explains Jeanne. "There's a beaut ness to the style, and that's exactly what I didn't want." So when she and Paul bought a vacation place on the alopes of Big Mountain, near the town of Whitefish, three years ago (the family also owns a home in Missoula), they took a decidedly different

Well, almost all-write. Working with interior designer Stephanic Sandston. Let every wall. The next step? White slipcovers for the sofus and chairs, as well as white bedding - all of which can go right in the boundry. The got kids and two dogs, to

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*people can be afraid of white, but hetween 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,

Women's Magazines (Racheal Ray, O Magazine, Good Housekeeping) DIY Stations (TLC, HGTV, DIY Network, This Old Hoise)

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)

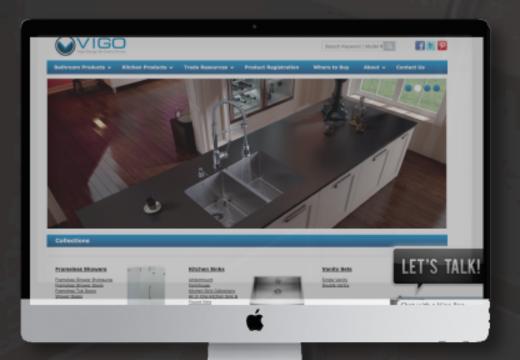


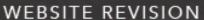
SOCIAL MEDIA VIGO

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





Trending blog

Better Pictures Parallax Scrolling Less copy/content Video of HGTV moments, actual press clippings Better tags and SEO search words



