

Background and problem

The client had a potentially strong range of “occasional tables”, however they were visually lost in the retail environment, being displayed next to larger furniture items,

Action taken

The most striking collection of products was selected to form the focus of a subtly branded retail display.

Prototypes of two stand-alone display units were manufactured, to unify the collection and give potential for corporate branding.

Research was undertaken within the larger furniture outlets to gauge interest in the concept.

Professional photography was commissioned and the images put into a selling document for the agents to use to drum up interest from retail stores.

The finalised display was launched to the trade at a major national exhibition, with the aim to sign up twenty key stockists who would have the entire unit in their store for a minimum of 12 months.

An accompanying brochure was designed for use by the stores, and coordinating leaflets were created as giveaways for potential customers.

An ongoing promotional campaign was planned to cover the interior design, home style, and furnishings press. Press releases were distributed on a regular basis to consumer and trade publications.

Results

The displays were of immediate interest to a number of larger stores, as they offered focus to the floor space, and raised the profile of “occasional tables” within the store, which are a lucrative sale item.

Having a number of key stockists with a definite display of products, enabled the client to promote the range in the press and direct any sales enquiries through to the most appropriate store.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**