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FROM AISLES TO INTERIORS:

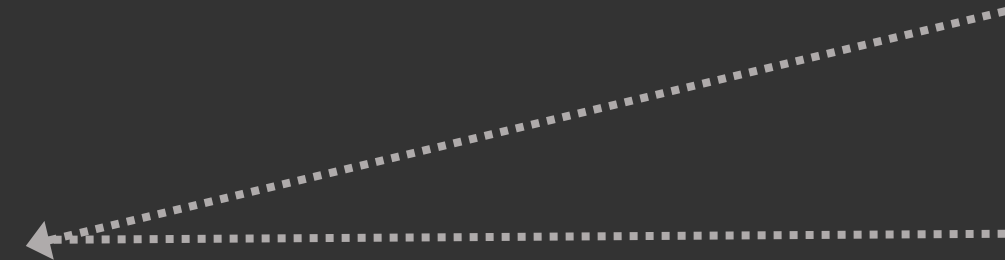
Applying CPG Branding to the Home Décor World

SOL GARAY
AUGUST 2025

AISLES



HOME DÉCOR & RETAIL



BRANDING LEARNINGS FROM BOTH WORLDS

**EMOTIONAL
BRANDING**

**Connecting
Beyond the
Product**

**CONSUMER
INSIGHTS**

**Data-Informed
Design &
Shopping
Experience**

**MACRO
AUDIENCES VS.
SMALLER
SEGMENTS**

**Scaling Smarter
Reach**

**OMNI-CHANNEL
EXPERIENCE**

**Seamless
Integration
Across
Touchpoints**

“Reasons drive choices,
but feelings
drive **fondness**.”

—Ravindra Chitturi, Rajagopal Raghunathan, & Vijay Mahajan

“Form versus function: How the intensities of specific emotions evoked in functional versus hedonic trade-offs mediate product preferences,” *Journal of Marketing Research* 44(4), November 2007, pp. 702-14



EMOTIONAL BRANDING: CONNECTING BEYOND THE PRODUCT

WE USED TO TALK ABOUT	WE NOW FOCUS ON
Functional benefits	Emotional benefits
Features content only	Storytelling to humanize a brand
A brand as a corporation	Distinct and consistent brand personality, genuine values, and commitments

Increased Loyalty, Advocacy, Differentiation, Choice, & Brand Value

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“You never really
understand a person
until you consider things
from their **point of view.**”

—Harper Lee

BEDS

LINQ Bedroom® 9117

PART OF THE **LINQ BEDROOM COLLECTION**
DESIGNED BY MATTHEW WEATHERLY

Up-LINQ | Queen Bed

Up-LINQ's dual-level headboard conceals dimmable accent lighting and convenient charging for all devices – hidden power stations on both sides include power outlets and USB charging ports.

45.25H x 72W x 86.75D in
115H x 183W x 220D cm



NATURAL WALNUT

[LEARN ABOUT NATURAL WOOD](#)

[WHERE TO BUY](#)



CONSUMER INSIGHTS: DATA-INFORMED DESIGN & SHOPPING EXPERIENCE

WE USED TO	WE NOW WANT
Use bits and pieces of data-driven marketing	Consumer intelligence engine that become smarter about the consumer
Rely on third-party data	Zero and first-party data acquisition strategies—offering something of value in return for their data
Keep internal data in unconnected silos	Data Stitching—combining demographic, psychographic data with behavioral data & sales data

Enhanced message relevancy & improved return on ad spend

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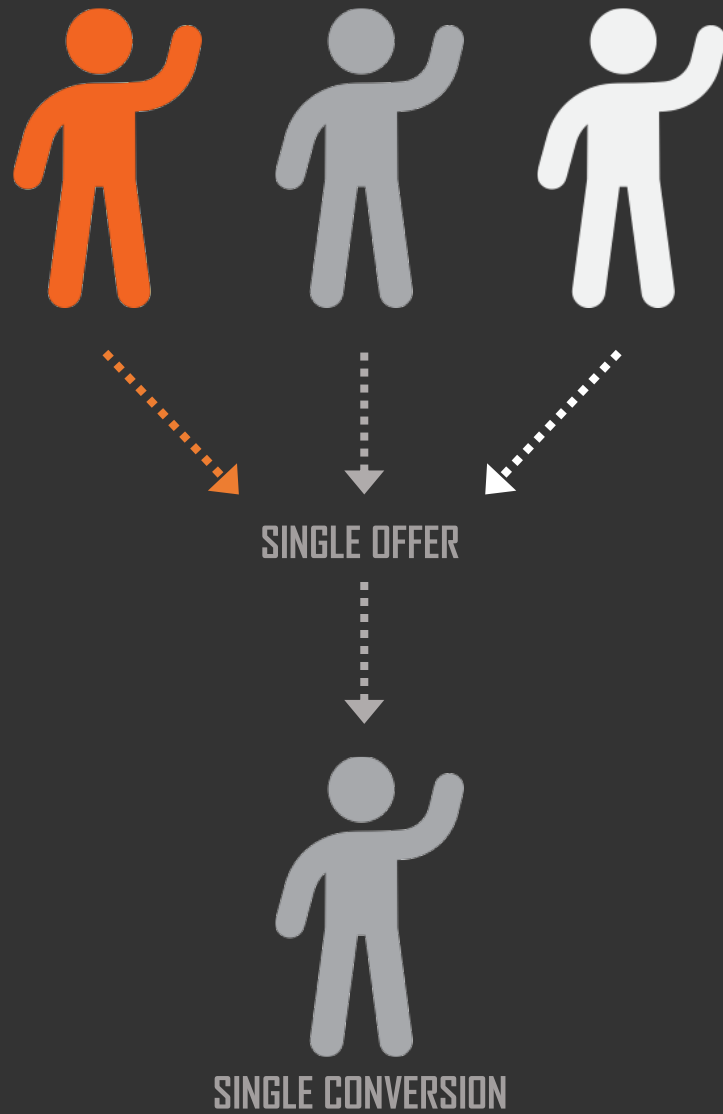
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“I do not want to be a part
of the demographics.
I want to be an **individual**.”

—John Carpenter, American Filmmaker

WITHOUT SEGMENTATION



WITH SEGMENTATION



MACRO AUDIENCES VS. SMALLER SEGMENTS: SCALING SMARTER REACH

WE USED TO HAVE	WE NOW WANT
Few broad-based consumer target segments	More precise smaller targets
Broad reach in that specific demographic	Reach consumers based on their life cycle
One message that could be scaled	More targeted messages
General media plan based on the broad target	Customized media plan

Improved Conversion

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“People expect to be able to
engage across multiple touchpoints
anytime and
seamlessly.”

—Catharine Findiesen Hays



OMNI CHANNEL EXPERIENCE: INTEGRATION ACROSS TOUCH POINTS

WE USED TO	WE NOW
Channel-centric	Consumer-centric
Discipline Silos	Brand Ecosystems
Automated Digital Journeys: Two Senses	Multi-sensorial Consumer Journeys
Silo Execution or Extreme Consistency	Design Consistency with Channel Customization

Omni-channel customers shop 1.7 times more than single-channel shoppers

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LET'S TALK ABOUT IT

- ✓ What are you doing to increase the emotional connection with your consumer?
- ✓ How are you leveraging consumer insights?
- ✓ How are you defining your target consumer?
- ✓ How have you evolved the way you to talk to your consumer across your touchpoints?

A large, dark gray silhouette of a human figure with one arm raised, positioned on the left side of the slide.

THANK YOU.



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