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integrated direct marketing plan

PREPARED FOR: **Harold Duesbury, President
Children's Furniture Gallery**

PREPARED BY: Craig Campbell
Direct Marketing Consultant

description

Generate healthy lifetime value, gather customer IQ, reward customer loyalty and create new leads by investing in a full-service Cross-Media marketing plan.



Harold Duesbury
President
Children's Furniture Gallery
1040 Wharncliffe Rd S
London, ON N6L 1H2

Re: **Integrated Direct Marketing Plan – Customer Appreciation Event: Share n' Save**

Dear Harold;

WATT Solutions has been helping clients since 1922!

You certainly contacted the right person and the right company. We are ideally suited to provide you optimum service and results.

Your interest in Cross-Media shows that you're the kind of person who strives for excellence and demands the best. At WATT Solutions, I am surrounded by some of the most seasoned 1-2-1 experts in the industry. Our expertise and dedication to customer service will provide seamless execution ... every time! And when you entrust your campaign to me, you need not worry about the details because I am here to help guide you through the entire process.

Over the last 7 years, I've successfully helped many companies with their direct marketing projects, so you can rely on my expertise in getting the outcome you want.

Nothing compares to a professional, dependable salesperson teamed with a first class company that places customer satisfaction above all else. As your direct marketing provider of choice, I pledge to work harder than ever to give unmatched service and advice.

On behalf of our entire team, thank you for the opportunity to submit our integrated direct marketing plan. I am looking forward to discussing in greater detail a number of interesting ways to execute your Cross-Media initiatives, our industry pedigree and our GREAT customer service. Which by the way add up to higher levels of service – meaning better results and a lower cost of doing business.

Thank you again for your interest and I look forward to earning your trust.

Kindest regards,



Craig Campbell
Direct Marketing Consultant
craig@wattsolutions.com

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appendix

creative assets

- direct mail
- personalized & generic URLs web pages
- web pages embedded with video and social media links
- email
- downloadable coupon / gift certificate

1.0 executive summary

Earlier this year, WATT Solutions created a fictitious company called 'Mega Watt Productions'. To promote Cross-Media marketing we launched our '4 more hits' campaign designed to help professionals understand the value and bottom line potential of integrating personalized marketing. Directed to Harold Duesbury – President of Children's Furniture Gallery, one of our direct mail pieces did what WATT wanted to happen.

Being fascinated by our 'red record' and our 'deal of the century' concept, Harold responded. We invited him to visit www.haorldduesbury.4morehits.ca where he could experience what Cross-Media is and how he could benefit financially. Essentially, WATT Solutions used our own solution to educate people like Harold... with the ultimate goal to sell Harold that a return on his marketing investment is a given not a risk.

This integrated direct marketing plan is focused. Help Children's Furniture Gallery (CFG) leverage Cross-Media marketing to increase revenue during a special customer appreciation event. Our plan will;

- target existing customers using RFM marketing
- re-enforce marketing position as a leader in quality Children's furniture
- promote and cross-sell customers and friends that Children's offer adult furniture & room décor
- reward customers with opportunities to win FREE gift certificates
- mix 6 channels of media together to pull a 4% response rate and produce 200 new sales with gross revenue of \$ 120,000.00
- as two of the 6 media channels are send-to-a-friend and social media sharing – leverage customers to share event and receive a bonus for doing so
- invest approximately \$ 40,000.00 in marketing and benefit from \$ 120,000.00 in immediate revenue. Campaign ROI is forecasted at 58.5% with LTV projected at 476.6% Gross margins are approx 37.5%.
- capture marketing IQ, update existing client profiles and track personal response levels

CFG believes that by targeting the high-end market, they can successfully grow their niche that other local retailers have been unwilling or unable to monetize. With the implementation of WATT's leading edge Cross-Media marketing they can effectively market the high-quality, elegant alternative to mainstream furniture found within low price retailers.

Building on their sales philosophy, they will continue to help clients make value based decisions. This will compliment their staff's reputation for being friendly, knowledgeable furniture consultants.

2.0 situation analysis

WATT's business model really hasn't changed in over 90 years, because we continue to meet a market need. We've proved that selecting, targeting, engaging and building one customer relationship at a time is a delicious recipe for more sales, more profit and more market share.

While our philosophical tenants have aged like fine wine, our entrepreneurial spirit remains tasty and rather spunky. It takes guts to evolve and remain relevant but that's exactly what's happening at 40 Micro Court in London, Ontario. Right from the get go in 1922 — WATT Solutions has laid down markers. Decade after decade to this very day our experienced, knowledgeable staff continues to provide single-source print + mail solutions. Armed with a proven reputation, our professionals have created a culture of direct marketing excellence executed within our well equipped, modern facility.

Solutions such as Cross-Media marketing, marketing automation, extreme variable data printing, custom variable imagery including digital print using unique substrates (i.e. plastic, wood veneer or canvas) are just a few solutions

we offer. Add in enterprise level fulfillment solutions and any notion that WATT Solutions' best days are past are simply destroyed.

We provide fulsome direct marketing solutions.

2.1 market summary

Children's Furniture Gallery (CFG) is positioned very carefully.

With a focus on high-quality Canadian made furniture their customer wants value and is willing to spend money on the best. Unlike babies r us or tummies to tots, they do not represent products that don't stand the test of time.

For 22 years, their marketing strategy is based mainly on making the right information available to the right target customer. What they really want to do is make sure that those who have the budget and appreciate the product know that it exists, and know where to find it.

By allowing WATT Solutions to promote their customer appreciation event, the marketing has to convey the sense of quality in every picture, every channel, and even the promotion. Their target market is a person who wants to have fine furniture that's supported by old fashioned service from non-commissioned furniture consultants.

2.2 market needs

CFG offers the discriminating shopper who cares about design, quality furniture and room decor. The quality of manufacturing, materials, and ergonomics found in their products serve to enhance the appearance of one of the most important rooms in the home - the bedroom.

They understand their target market needs more than just children's furniture. That's why over 2 years ago, CFG started offering adult bedroom furniture and mattresses plus rocking & gliding chairs. Within one location, they offer three unique stores. The Children's Furniture Gallery, The Bedroom Furniture Gallery and The Rocking Chair Gallery.

This need evolved as customers required adult furniture and room decor options – options that could cover all cycles of life. As such, they only offer products they personally trust. They refuse to sell anything that may bring customers complications or dissatisfaction. They treat customers the same way the owner would like to be treated and work only with manufacturers that share the same values.

3.0 SWOT summary

CFG is on the brink of a major opportunity.

By leveraging expert knowledge of furniture, CFG has invested heavily within the past 24 months. They believe by offering high quality adult bedroom furniture and mattresses, they can increase market share by cross selling to existing clients... at the same maintain their leadership position selling Children's Furniture, room décor and accessories.

They have the weakness of a small company that has inadequately funded branding and communications. Having three unique stores under one room is confusing to clients as the phone, website and ad materials always reference The Children's Furniture Gallery.

3.1 strengths

- 22 years in business
- Represent high-quality mostly Canadian made furniture with an added benefit of made-to-order
- Non commissioned furniture consultants
- Focused on Furniture, Room décor and strollers
- Open, bright and inviting store with easy access and plenty of parking
- Within close proximity to other furniture retailers with high visibility for increased brand impressions
- Has sold gliders and rocking chairs in the US market and does have a foot print for online sales
- Cater to educated, higher income people
- Knowledgeable, tenured staff

3.2 weakness

- High-end, high priced product line limits sales volume
- Inconsistent branding with 3 stores in one location
- The phone is answered as Children's Furniture Gallery, even if some is looking for adult furniture
- Majority of customers are young families and may not need adult bedroom furniture or rocking chairs
- Surrounded by other furniture retailers who offer imported lower quality adult bedroom furniture at lower price points
- Interior store layout does not convey high-end quality furniture. Although bright and easy to flow throughout store, branding does send different messages

3.3 opportunities

- grow sales with adult bedroom furniture and mattresses
- very few locally owned and operated businesses
- older population looking for quality rocking or glider chairs
- re-initiate online sales and marketing strategy for selling glider chairs to the US market
- economy is generally on an upswing and consistent advertising in magazines and newspapers will produce loyal, profitable clients

3.4 threats

As CFG has limited competition for high end Canadian made furniture could invite more competitors. This competition could emerge from a variety of given sources including:

- a. Established mass-market companies' development of new lines
- b. New start-up companies generated by solid economic growth nation-wide
- c. New marketing strategies for established products and companies
- d. Existing competition

While the economy remains resilient, people with means may wish to hold onto funds before making a sizeable investment. In addition, as the economy is still fragile, pressures from consumers for better pricing erode margins and profit.

4.0 marketing strategy

Children's Furniture Gallery best sales month in its history resulted from a direct mail invite to existing customers. Responding to WATT Solutions '4 More Hits' Cross-Media self promotion campaign, CFG is willing to invest in a multi-channel, multi-touch integrated campaign. During this 39 day sales event, Harold Duesbury – President, wants this campaign to be extra special and consequently is hopeful will produce the best sales event in its history. Besides sales, Harold is looking to capture new information like email addresses, gather marketing IQ on what clients like and at the same reward existing clients with special incentives.

By leveraging their value proposition of high-end quality made Canadian made furniture serviced by non commissioned furniture consultants, CFG is looking to increase sales by tapping existing clientele.

5,000 customers who have made a purchase in the last three years and friends of these customers are the target market. By positioning the marketing campaign with a professional tone, a definitive high-end look and integration of brand colours, the special event entitled 'share n' save' will offer customers and friends opportunities to win prizes, opportunities to take advantage of special manufactures prices and a sale that includes the tax.

The strategy will also include the subtle / not so subtle use of graphics to encourage people to think of CFG as a place for adult bedroom furniture, as some clients may not be aware of this relatively new product offering.

To accomplish these many objectives, WATT Solutions has leveraged our Cross-Media marketing platform to mix media channels such as; direct mail, variable data printing, pURL websites, email, video, social media sharing and send-to-a-friend. In addition, leveraging business cases from PODi will help streamline and adopt winning and proven strategies from non-competitive retailers.

4.1 mission

CFG helps create pleasant, safe, decorative home environments with well-designed furniture that incorporates high-end children and adult furniture made mostly in Canada. By being sensitive to the look and feel of good wood, fine furniture and room decor including strollers and accessories, CFG can help families live happier, safer lives. They always provide the best possible value to customers who care about quality home environments, and CFG wants every dollar spent to be well spent.

CFG also creates and nurtures a healthy, creative, respectful, and non commissioned sales environment, in which employees treat customers as the owner wants to be treated. By compensating sales staff with salary and a percentage of store profit the customer is respected and provided with the best advice possible. They seek fair and responsible profit, enough to keep the company financially healthy for the long term and to fairly compensate owners and investors for their money and risk.

4.2 marketing objectives

- Response Rate: achieve 4% response to pURL
- Conversion rate: convert 75% of respondents to survey
- Sales Revenue: Generate \$ 120,000.00 in immediate revenue
- Campaign ROI of 58.5% 1 & LTV of 476.6 %
- Drive increased door counts
- Reward loyal customers with opportunity to win a \$ 1,000.00 gift certificate or 1 of 10 \$ 100.00 gift certificates and friends have one opportunity to win a single \$ 250.00 gift certificate
- Capture new leads by asking customers to share event via social and viral marketing. Convert 20% of survey completes to yes to share.

- Have every yes to share, actually share a minimum of 5 people
- Secure email address from all respondents. Confirm address information. Gather marketing IQ with online survey and introduce customers/friends to new adult bedroom furniture

4.3 financial objectives

- increase average per sale revenue from \$ 600.00 to \$ 1000.00 within 36 months
- increase profit on \$ 600.00 sale from \$ 225.00 to \$ 275.00 within the next 12 months by selling value over price
- Convert 50% of new leads from share n' save campaign into customers that produce \$ 5,000.00 per lead within the next 60 months.

4.4 target market

Using receny, frequency and monetary value (RFM Marketing), identify 5,000 customers who have;

1. spent a minimum of \$ 300.00 in three years
2. made a minimum of 3 purchases
3. did so within the past 36 months starting from March 2013
4. have a valid email address (bonus)

In addition, CFG's target market is generally;

1. married
2. higher income
3. educated
4. value service and quality
5. aged 30 to 40 with children

Lastly, as part of Share n' Save...friends of customers will be a target market.

4.5 positioning

Our competitive edge is our roots within the London area offering the only credible choice for quality high-end children furniture and accessories. Furthermore, offering adult bedroom and mattresses, room décor, plus rocking chairs and gliders add to our competitive edge.

We focus on a special kind of customer, the person who wants very high quality furniture customized to their exacting needs. What is important to the customer is elegance, fine workmanship, safety, decor, and practicality.

The product strategy is also based on quality, in our case the intersection of Canadian made understanding with high quality materials and workmanship.

An important competitive edge is our sales strategy, which is based on non commissioned furniture consultants specifically trained to help every demographic choose the right pieces to meet their needs. Customization of such high quality furniture is not only a pleasure for our customers, it is actually a feature that enhances the sense of quality.

4.6 strategies

The main focus of the Share n' Save – Customer Appreciation Event is generate sales profitable revenue between October 10th and November 18th that will yield ROI of 58.5%.

There will be three main tactics:

- 1) Use multi-channel and personalized marketing. Achieve a response rate of 4%.
- 2) Increase door counts
- 3) Encourage customers to share events with friends

Our Cross-Media campaign will involve these programs;

- Multi-channel communications such as direct mail, internet, email, social media sharing, viral marketing, static videos and downloadable coupons
- Incentivize customers to share event with friends via social media sharing (LinkedIn, twitter and facebook) and viral marketing (send to a friend)
- Provide electronic gift certificates and 2nd ballots to increase door counts and sales
- Reward customers and friends will special pricing, manufacturers discounts and sweepstakes
- For non responders, send a 2nd DM piece reminding them of sale and end date of event

4.7 strategy pyramid



4.8 marketing mix

Cross-media – aka multi-channel marketing or integrated marketing is an all-encompassing term for broadcasting one marketing campaign across a spectrum of media formats. Literally, the term means to *cross media* by taking one campaign and distributing it to multiple channels. CFG's share n' save campaign will involve the following marketing mix;

- Channel one: direct mail
- Channel two: pURL microsite with gURL version
- Channel three: social media sharing
- Channel four: send-to-a-friend
- Channel five: email
- Channel six: static video

Offer:

1. All furniture collections on sale & includes the tax. Special incentives offered by manufacturers. 1st event of its kind in history of CFG.
2. Customer Appreciation: visit pURL, complete survey and be entered to win \$ 1,000.00 (Grand Prize) gift certificate or 1 of 10 \$ 100.00 gift certificates. No purchase necessary.
3. Customer Appreciation: visit store and submit 2nd ballot. 2nd ballot received via email trigger. Share sale details and have your name entered to win Grand Prize and secondary prizes for a second ballot. Only existing customers (prior to sale) can enter into Sweepstakes.
4. Share with Friends: share sale details with more than 5 friends and receive gift card/certificate worth \$ 50.00 off sale price when purchases exceed \$ 250.00
5. Friends: visit pURL or gURL, complete survey / complete profile page and be entered to win \$ a 250.00 gift certificate. No purchase necessary.
6. Friends of Friends: share sale details with more than 5 friends and receive gift certificate worth \$ 50.00 off sale price when purchases exceed \$ 250.00.

When sharing via LinkedIn, Facebook, Twitter the end recipient will be directed to a generic version of the site. As Friends (pURL or gURL) are directed to site a generic version is needed with reference to the possibility of winning \$ 250.00 for visiting site, completing survey and updating profile page.

Although send-to-a-friend / email tool will create a pURL website for one person at a time, we'll need to account for the fact that friends are not eligible to enter sweepstakes with a tweak in content. Essentially, make pURL microsite generated by friends the same as if they shared via Facebook etc.

Lastly, sweepstakes are governed by rules and regulations. Two sets of rules exist. One for customers and a second for friends.

5.0 implementation

CFG has begun this year by continuing to strengthen alliances with established furniture manufactures – both adult and children. They will continue to conduct approximately 8 themed sale promotions per year with special attention to the 1st ever Customer Appreciation Event – Share n' Save.

This will be possible with the expertise of WATT Solutions and strategic partners for copywriting and design who have brought their marketing knowledge to the internal marketing team of CFG.

With the completion of this plan, this campaign was presented in April, 2013 with concept development, copywriting and design stages will occur from May through to end of August. This time frame is accurate because we have experienced offering, deploying and executing full-service marketing program – including multi-channel cross-media campaigns.

As in past years, Customer Appreciation Event will occur in the peak Fall shopping season. This event will provide bench-marking for Cross-Media marketing and will include metrics such as;

- Visit, response and conversion rates on pURL and gURL sites
- No. of shares, visit, conversion rates and major influencers
- Sales revenue & ROMI
- Door Counts
- Coupon and Gift Certificate redemption
- Capturing survey data, including up-to-date customer information
- Personal tracking

5.1 milestones

| milestone | start date | end date | budget | professional department | |
|---|----------------|--------------|----------------------|-------------------------|-------------|
| marketing plan completion | april 2013 | april 2013 | - | craig | sales |
| concept development, content & creative | may 2013 | june 2013 | \$20,000.00 | partner | copywriting |
| cross-media, print + mail production | june 2013 | august 2013 | \$15,000.00 | partner | creative |
| execution | september 2013 | october 2013 | \$2,500.00 | WATT | production |
| Totals | | | \$ 37,500.00* | | |

*contingency planning is not included with budget forecast

5.2 contingency planning

As the event is open for approximately 40 days, it is possible for the campaign to lose a sense of urgency. So, if response rates and sales appear to lag, a 2nd mailer to non-responders will be part of the marketing mix. By using a customized indicia on a A7 OE with a single page letter, non responders will be mailed this reminder piece. This will be used to drive home that the sale is ending and that customers still have time to enter the sweepstakes, visit the store and share to save even more.

6.0 financials – investment summary

| investment summary | budget | department |
|--|--------------------|------------------------|
| concept development, content & creative | \$18,000.00 | copywriting & creative |
| data, cross-media, print + mail production | \$16,500.00 | production |
| incentives | \$ 2,250.00 | CFG |
| postage | \$2,250.00 | postage |
| totals | \$39,000.00 | |

6.1 business case

| | | |
|--|------------|----------|
| Operational Costs: % of Revenue to Allocate (Client Sourced) | 18% | X |
| Incremental Cost Per Unit Sold (Client Sourced or Assumption) | \$3 | Y |

| Basic Marketing ROI Calculation (with Cost of Goods) | | |
|--|-----------------|-----------|
| Marketing Investment | \$39,000 | A |
| Direct Mail Cost Per Piece | \$7.80 | A1 |
| # of Direct Mail Pieces (A / A1) | 5,000 | A2 |
| Total Units Sold (User/Client Sourced Assumption) | 200 | A3 |
| Response Rate (A3 / A2) | 4.00% | |
| Price per Unit (User/Client Sourced) | \$600 | A4 |
| Total Gross Revenue (A3 * A4) | \$120,000 | B |
| Cost of Goods per Unit (User/Client Sourced) | \$180 | B1 |
| Total Cost of Goods (A3 * B1) | \$36,000 | C |
| Gross Profit (B - C) | \$84,000 | D |
| Operational Costs Allocation (B * X) | \$21,600 | E |
| Incremental Costs (A3 * Y) | \$600 | F |
| Campaign ROI (D - A - E - F) / A | 58.5% | |

| Applied Customer Lifetime Value (Amt of profit that new customers deliver in their first year) | | |
|--|-----------------|----------|
| Marketing Investment | \$39,000 | A |
| # of New Customers | 200 | B |
| New Customer's Value / Profit (Avg. Profit for 5 Years) | \$1,125 | C |
| Projected Gross Profit from New Customers (B * C) | \$600,000 | D |
| Operational Costs Allocation (D * X) | \$15,120 | E |
| Incremental Costs (B * Y) | \$360,000 | F |
| Net ROI (D - A - E - F) / A | 476.6% | |



Great Prizes! Incredible Savings and Special Offers! Don't miss it!

The Bedroom Furniture Gallery

Children's Furniture Gallery

The Rocking Chair Gallery

All conveniently located at:
1040 Wharncliffe, Road, South
London, Ontario N6L 1H2
childrensfurnituregallery.com

THE
ROCKING CHAIR
GALLERY

Children's Furniture
Gallery

the
BEDROOM FURNITURE
Gallery

Go to www.JohnSample.ShareNsave.ca and register.

It's easy!
Simply follow
the steps below:

- 1 Type in your personalized web address as shown above.
- 2 Answer a few simple questions, including a skill testing question and Voila! You will be registered to win!

John,
You Could be the Lucky
Winner!

John, WIN \$1000.00*

*The prize is presented in the form of a Gift Certificate. It is only valid at the Children's Furniture Gallery. Cannot be redeemed or exchanged for cash, cheque or credit. Applied to regular and sale priced items, taxes not included. Only 5,000 customers are eligible. No purchase necessary.

John Sample
123 Main Street
London Ontario N6A 2T2



John Sample,
YOU'RE INVITED TO OUR
CUSTOMER
APPRECIATION
EVENT



Dear <FIRST NAME>,

Congratulations! You are part of a small group of 5,000 people receiving this very special and exclusive offer. This was not a random selection <FIRST NAME>. As a valued customer, you were selected to participate in this unique promotion.

We like to show our customers that we appreciate their business. This year we're going all out! There are three parts to our Customer Appreciation Event starting October 10th, 2013;

- 1** – Because, and only because, you have made a purchase in our store in the last three years (this part is really only for you) you get a chance to win the **Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of ten \$100 Gift Certificates** when you visit your personalized website; www.<NAME>.sharensave.ca. Once you complete the steps online you will automatically be entered for your chance to win one of the eleven prizes of our Customer Appreciation Event (as mentioned above this offer is only extended to 5,000 people so your chances of winning are quite high). The draw will take place November 19th, 2013 at 10 am at the Children's Furniture Gallery.
- 2** - **Never seen before low prices** on all furniture collections in store. After much haggling, our manufacturers consented to help us offer you lower prices than ever before as a special thanks for your support and trust. Don't hesitate to let your friends and family know about this part. You know this is **a rare opportunity** and **everyone should get a chance to share in these incredible savings on quality furniture**. This sale starts Thursday, October 10th, 2013 at 10 am and ends Monday, November 18th, 2013 at 6 pm.
- 3** - **SHARE'N SAVE** – From your personalized website you can let your friends and family know about this event and to thank you for spreading the word we have a **special offer** for you and anyone who would like to **help spread the word. SAVE AN EXTRA \$50** by simply sharing this very Special Event!** And that's not all! If your friends visit our promotional web site (www.sharensave.ca) and complete a few online steps, they will be registered **to win a \$250.00 Gift Certificate**. Everyone gets a chance to win something!



Don't wait a second longer! Come see us at;
1040 Wharncliffe Road South, London Ontario

This Special Event won't last forever! Ends November 18th, 2013 at 6:00 pm.
Go to your personalized website now to take advantage of your personal savings.
www.<NAME>.sharensave.com

We wish you the best luck!

Harold and Linda Duesbury

PS. We really don't want you to miss out. So, please, get online and register now. It's easy, quick and you could win the **Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of ten \$100 Gift Certificates**.

P.P.S. Once you have completed your registration for your chance to win the **Customer Appreciation Grand Prize** at www.<NAME>.sharensave.ca, you will get an opportunity to double your chance of winning.

**Great News! All furniture is sale priced and includes the tax. Even car seats and strollers include the tax! Be sure to redeem your certificate on any sale priced furniture, mattresses and accessories when your purchase is over \$ 250.00 (strollers and car seats excluded).



CUSTOMER
APPRECIATION
EVENT

Hello Craig,

I am glad to see you decided to take advantage of the Customer Appreciation Event.

Before I can enter your name into the contest, I need to ask you a few questions to help me serve you better in the future.

As promised this will be quick and easy. Simply click on I WANT TO WIN to get started.

Once you confirm your contact information, you will automatically be entered for a chance to win the Children's Furniture Gallery's Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of ten \$100 Gift Certificates.

[I want to win!](#)

[Click here to see contest rules](#)

[The Bedroom Furniture Gallery](#)

[Children's Furniture Gallery](#)

[The Rocking Chair Gallery](#)



Craig as promised, just a few questions before entering you into our draw.

1. Are you planning on furnishing or replacing the furniture of a bedroom within your home?

Yes No



Next

Craig as promised, just a few questions before entering you into our draw.

1. Are you planning on furnishing or replacing the furniture of a bedroom within your home?

Yes No

IF YES, which of the following items will you require?

- Crib / Toddler Bed
- Twin / Double / Queen & King Size Bed
- Twin / Double / Queen & King Size Mattress / Box Spring
- Bunk Bed
- Complete Child Bedroom Set
- Complete Adult Bedroom Set

When do you plan to purchase these items?

- 3 months or less
- 6 months or less
- 12 months or less
- more than 12 months

Next





2. Are you or someone you know looking to purchase a nursing or gliding chair in the near future?

Yes No





2. Are you or someone you know looking to purchase a nursing or gliding chair in the near future?

Yes No

If Yes, in:

- 3 months or less
 6 months or less
 12 months or less
 more than 12 months

3. I want to help you save an extra \$50*! All you need to do is share the Customer Appreciation Event with 5 or more friends and family. Would you like to do that?

Yes No



4. In order to be eligible for the draw, I am required by law to ask you a Skill Testing Question:

$(20+1) / 3 =$

Yes, I want to win!



I want to make sure that the lucky winner can claim their prize. So, please verify that your account information below is complete and correct.

Dear Craig click "I want to win!" to submit your chance to win the Customer Appreciation Grand Prize of a \$1000 Gift Certificate OR one of ten \$100 Gift Certificates.


| | |
|---------------|--|
| First Name*: | <input type="text" value="Craig"/> |
| Last Name*: | <input type="text" value="Campbell"/> |
| Address 1*: | <input type="text" value="40 Micro Court"/> |
| Address 2: | <input type="text"/> |
| City*: | <input type="text" value="London"/> |
| Province*: | <input type="text" value="ON"/> ▼ |
| Postal Code*: | <input type="text" value="N6E 2T5"/> |
| Home Phone: | <input type="text"/> |
| Mobile Phone: | <input type="text"/> |
| Email*: | <input type="text" value="craig@wattsolutions.com"/> |

[I want to win!](#)

*Fields are required.

Note: Once you click "I want to win!", a confirmation of your registration will be sent to your email address provided above. A second email will be sent to inform you of the winner(s) after the date of the draw. Please rest assured that The Children's Furniture Gallery follows strict privacy rules [Click here to view our Privacy Policy] and that your information will not be used for purposes other than those described here and to which you agree.



THANK YOU! 

Dear Craig, you are now entered for your chance to win the Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of ten \$100 Gift Certificates. Thank you for completing the short questionnaire. This will help us continue to serve you better.

I wish you the best of luck. My team and I look forward to seeing you during our Customer Appreciation Event.

Help us spread the word and we'll help you Save even more!

We have a **\$50 Gift Certificate*** with your name on it. All you need to do is tell five or more friends and family members about this special event and your experience with the Children's Furniture Gallery.



An email from Harold Duesbury, President of Children's Furniture Gallery will be sent shortly so you can **double your chances of winning \$1000** & be able to **download and print your \$50 Gift Certificate**. If the email does not arrive, please look for Harold's email in your spam folder or better yet, add Harold@childrensfurnituregallery.com as a safe sender.

* A minimum purchase of \$250 is required to redeem your \$50 Gift Certificate

Limit of one Gift Certificate per family for the duration of the Customer Appreciation Event which ends Monday, November 18, 2013.



Dear Friend,

The Children's Furniture Gallery has an exceptional opportunity for you.

This is why you received this very Special Invitation...

My name is Harold and 22 years ago my wife and I decided to fill a need in the market. As a businessman, father and husband I can relate to the demands that are brought upon each one of you daily. And I understand your need to keep your family safe and healthy. I specialize in bedroom furniture because one of the biggest causes for illness is lack of proper sleep.

I like to keep it simple and avoid unnecessary complications. This is why I offer only products that I personally trust. I refuse to sell anything that may bring you complications or dissatisfaction. I treat you the same way I would like to be treated and work only with manufacturers that share the same values.

My staff knows, understands and feels the same way I do. And because they are not depending on commission, you can trust that they will never pressure you into buying anything you do not need or want. Their role here is mainly to inform, educate and guide you through your selection. We are not just a furniture store, we are experts on all the products that we sell. We don't mind answering your questions. In fact, that is why we are here; to answer all your inquiries before and after your purchase.

Each piece of furniture is **made-to-order** and mostly **made in Canada**. Our suppliers offer several finishes, hardware options, and each collection offers multiple pieces of various sizes to fit all your needs and lifestyle.

This will be quick and easy. Simply click on [I WANT TO WIN] to get started.

Once you provide us with your contact information, you will automatically be entered for your chance to win the Children's Furniture Gallery Customer Appreciation Event Share 'N Save Prize of a \$250 Gift Certificate

[I want to win!](#)

[Click here to see contest rules](#)

[The Bedroom Furniture Gallery](#)

[Children's Furniture Gallery](#)

[The Rocking Chair Gallery](#)



Appreciation Event Share 'N Save Prize of a \$250 Gift Certificate

[Click here to see contest rules](#)



2. Are you or someone you know looking to purchase a nursing or gliding chair in the near future?

Yes No

3. I want to help you save an extra \$50*! All you need to do is share the Customer Appreciation Event with 5 or more friends and family. Would you like to do that?

Yes No



4. In order to be eligible for the draw, I am required by law to ask you a Skill Testing Question:

$$(20+1) / 3 = \boxed{7}$$

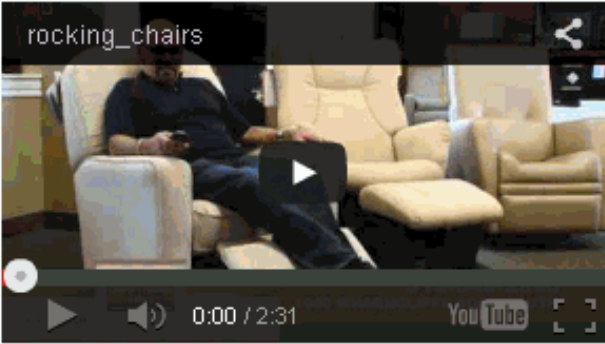
Yes, I want to win!





THANK YOU!

Dear Craig, you are now entered for your chance to win the Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of ten \$100 Gift Certificates. Thank you for completing the short questionnaire. This will help us continue to better serve you.



Check out our Google store view and our video about shopping for a Glider Rocker.

An email from Harold Duesbury, President of Children's Furniture Gallery will be sent shortly so you can double your chances of winning a \$1000 Gift Certificate. If the email does not arrive, please look for Harold's email in your spam folder or better yet, add Harold@childrensfurnituregallery.com as a safe sender.



*Great Prizes! Incredible Savings
and Special Offers! Don't miss it!*



CUSTOMER
APPRECIATION
EVENT

You're now
entered to
WIN!

Good Luck!

Children's Furniture
Gallery

Dear <FIRST NAME>,

As a father who understands the safety of our children and a husband who cares about the proper rest of the whole family. It's for customers like you that we thrive at being the best at what we do;

- Keeping babies safe
- Helping the whole family get a good night sleep

PLAY VIDEO 

PLAY VIDEO 

Thank you for participating in our Customer Appreciation Event. Your name has now been entered for your chance to win the Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of the ten \$100 gift certificates.

Thank you for your help in spreading the word! Please present this Gift Certificate to save an extra \$50*.

Valid only from October 3rd, 2013 to November 11th, 2013

\$5000 

DOWNLOAD

Sincerely,
Harold Duesbury
President

P.S. As mentioned in the letter, we have an opportunity for you to double your chances of winning the Customer Appreciation Grand Prize of a \$1000 Gift Certificate or one of the ten \$100 gift certificates. All you have to do is print off this second ballot and bring it to the Children's Furniture Gallery. It's that easy!

We offer quality products because we care and we know you do too...

...this is why, I'm happy to double your chances of winning the Customer Appreciation Grand Prize of \$1000 or one of ten \$100 Gift Certificates. Simply visit our store at 1040 Wharncliffe Road South in London and our friendly staff [will authorize your 2nd entry](#) and direct you to our Ballot box.

Looking forward to seeing you.

Sincerely,
Harold and Linda Duesbury

P.S. Did you know that your sleep affects each and every area of your life? According the Feng Shui principals it is the most important room in the house and your bed is the most important element of your LIFE, so be sure to talk with one of our non-commissioned Furniture Consultants.

All ballots remain the property of Children's Furniture Gallery. The Contest Sponsor shall not be responsible for any ballot that is lost or destroyed. Each 'Contestants' can add one additional ballot into the draw. The odds of winning the single Grand prize are dependent on the number of ballots received. Void if reproduced, sold, auctioned or altered. This ballot is subject to all contest rules and regulations which are available upon request.



CUSTOMER APPRECIATION BALLOT

Name _____

Address _____

City _____

Postal code _____

Phone _____

Email _____

We house three unique stores in one convenient location.

At The Children's Furniture Gallery, The Bedroom Furniture Gallery and The Rocking Chair Gallery we offer only products that we are proud of and we are extremely grateful you decided to help spread the word and tell family and friends about the value our store offers.

So as an extra thank you, you can save an additional **\$50.00 off** our never seen before low prices when you invest \$250.00. Simply bring this Certificate to 1040 Wharncliffe Road South in London and one of our knowledgeable staff members will be ready to help you find that right collection of furniture or accessories that you'll be proud of for years to come.

Warmly,
Harold and Linda Duesbury

P.S. Remember your friends and family can also win a \$250.00 Gift Certificate. At our Customer Appreciation Event – everyone has a chance to be that lucky someone.

Cannot be redeemed or exchanged for cash, cheque or credit. A minimum purchase of \$250 dollars is required to redeem your \$50 Gift Certificate. Limit of one Gift Certificate per family for the duration of the Customer Appreciation Event. This Gift Certificate is valid only on a minimum purchase of \$250 at the Children Furniture Gallery. Void if reproduced, sold, auctioned or altered.



CUSTOMER
APPRECIATION

CERTIFICATE

\$50⁰⁰
OFF

our never seen before
low prices.