



# UMBRA SHIFT

CAMPAIGN STRATEGY  
INM310 FINAL

Beatrice Angulo • Gabriel Cravero De Oliveira Batista • Joffin James

RESTATING THE ASK

# STRATEGY DEVELOPMENT

## ASSIGNMENT

- Create a marketing campaign to promote brand awareness and interest in Umbra's collection, Umbra Shift, a new collection of furniture and accessories that would fit in any design-inclined millennial's living space
- Get people talking about the products in a way that generates attention and makes the brand resonate with its target audience

## OBJECTIVES

- Increase earned media (word-of-mouth, mentions, coverage, etc) about the brand and the products
- Increase visits and product views on the website, UmbraShift.com



## CUSTOMER CHARACTERISTICS

# MARKETING FOR THE DESIGN-SAVVY MILLENNIAL

- Millennial (24 - 40 years old)
- Middle-Upper Class
- Young Professional
- 60k - 100k Income
- Urban / Modern
- Trendy / Contemporary
- Japanese / Scandinavian Minimalism
- Expressive / Creative / Artistic
- Fashionable
- Living Independently
- Tech-Savvy
- Social Media Savvy

# KAREN MITCHELL

## DESIGN-SAVVY MILLENNIAL

Karen grew up in a creative family. From a very young age, she loved to spend her afternoons drawing and between one children's program and another, memorizing all the commercial break ads. Her father was an engineer in a pinball factory, and her mother, an artist and teacher. In college, she chose a graphic design program, and after graduating, she went to work as an art director at a renowned agency. Currently, she is a freelancer for small and medium-sized advertising agencies, managing teams in branding projects. She loves to receive praise for her good taste and exclusive and intelligent design solutions. She is attentive to details, fashionable, stylish, bold and sweet. Karen sees her home as a white canvas and likes to think that all her belongings reflect an aspect of her personality.

### DEMOGRAPHICS

AGE: 34

LOCATION: Toronto, ON

OCCUPATION: Art Director

INCOME: \$100k

STATUS: Single

### GOALS

- Find home decor to give her downtown condo a new look
- Maintain a clean and organized living space
- Show off interior design skills

### MOTIVATIONS

- "Falling in love" with designs and pieces that "speak to her"
- Collecting unique pieces and "hidden gems"
- Trends inspired by her favourite design influencers

### FRUSTRATIONS

- Needs to make the most of the space in her condo
- Doesn't like things looking too busy
- The designer furniture she "loves" can be out of her budget



## VALUE PROPOSITION

# A PROMISE TO BE DELIVERED

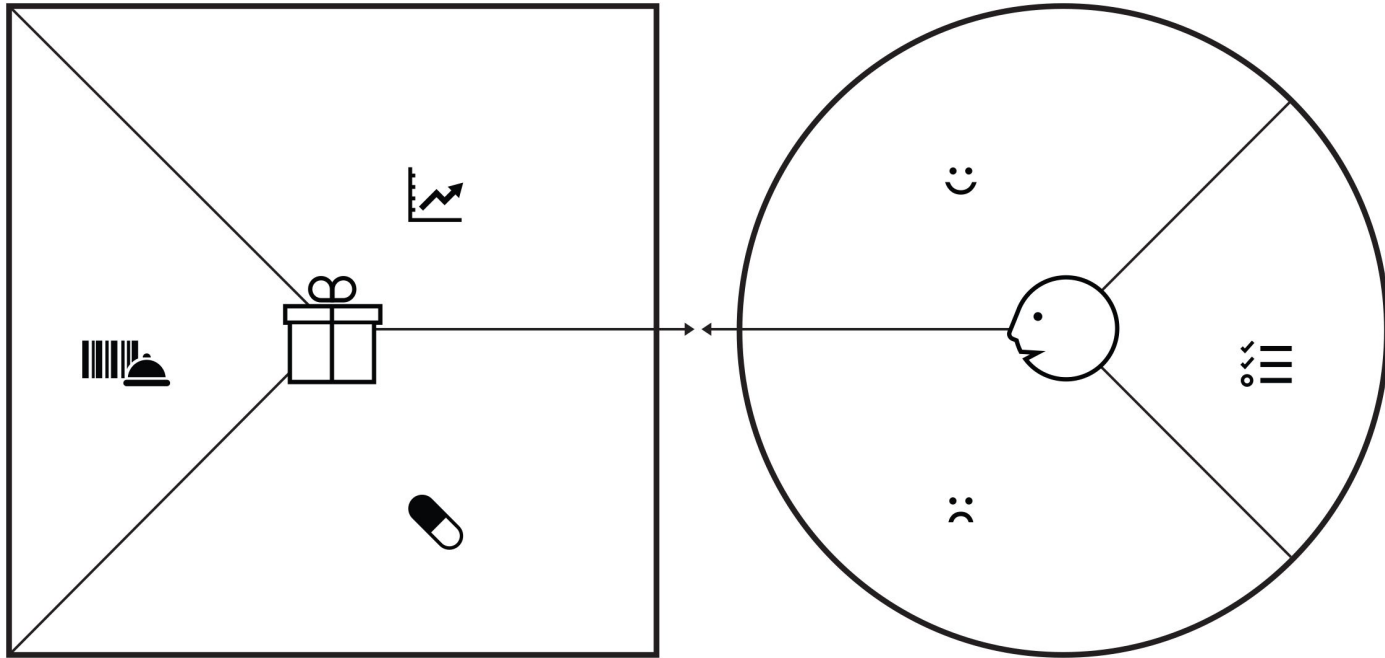
WHAT OUR CONSUMERS GET WHEN THEY CHOOSE  
UMBRA SHIFT OVER OUR COMPETITORS

The Umbra Shift exclusive collection helps design-savvy millennials to display exclusive pieces, immerse their homes in design, and express their good taste by well-designed, fresh solutions and intelligent products unlike IKEA, Wayfare, Bed Bath & Beyond and Pottery Barn.



VALUE PROPOSITION CANVAS

# THE RIGHT FIT BETWEEN PRODUCT AND CONSUMER



KAREN MITCHELL

## CUSTOMER SEGMENT PROFILE

### CUSTOMER JOBS

- Find unique furniture
- Find functional furniture
- Find furniture that meets my budget
- Decorate home

### GAINS

- Express personal style / aesthetic
- Enable efficient / functional use of available space
- Follow current design trends
- Social recognition

### PAINS

- Difficult to find
- Doesn't fit personal style
- Low Quality
- Outside of budget
- Choices that meet aesthetic needs are not functional enough

UMBRA SHIFT

# VALUE PROPOSITION MAP

**PRODUCTS & SERVICES**

- Designer Furniture
- Home Decor

**GAIN CREATORS**

- Exclusivity
- Intelligent Design Solutions
- Unique / Creative Products
- Meets Aesthetic Preferences

**PAIN RELIEVERS**

- High Quality Product
- Fits Personal Aesthetic
- Provides options that meet budget
- Functional



KAREN MITCHELL, 34

# CUSTOMER JOURNEY

KAREN WANTS TO BUY NEW HOME DECOR TO GIVE HER DOWNTOWN CONDO A NEW, MODERN LOOK.



## ONBOARDING

### USER ACTIONS:

Receives furniture delivery; Assembles furniture according to package instructions.

### TOUCHPOINTS:

Packaging, Unboxing, Assembly Instructions, Return Services, FAQ / Help Centre



## ADVOCACY

## OUR FOCUS

CUSTOMER JOURNEY

# WHY ADVOCACY?

**IT FULFILLS OUR OBJECTIVES**

- Increase earned media (word-of-mouth, mentions, coverage, etc) about the brand and the products
- Increase visits and product views on the website, UmbraShift.com

**IT FITS WITH OUR PERSONA**

- Design / Trend Conscious target market would consume designer advocated content and products



## CUSTOMER JOURNEY

# CUSTOMER ADVOCACY

### ACTIVITIES & BEHAVIOURS

- Entertaining Guests / Visitors
- Posting on Social Media
- Using a hashtag
- Sharing Ideas via Social Media Exploration Pages (IG / Pinterest)
- Participating in Umbra's Design Contests

### CHANNELS

- Social Media Campaign
  - Native Advertising
  - Promoting use of Hashtag
  - Social Media Posts / User Generated Content (UGC)
  - Celebrity / Design Expert Endorsement
  - Affiliate Links to UmbraShift.com
- Search Engine Marketing (SEM)
- Blogs / Reviews
  - Furniture Haul

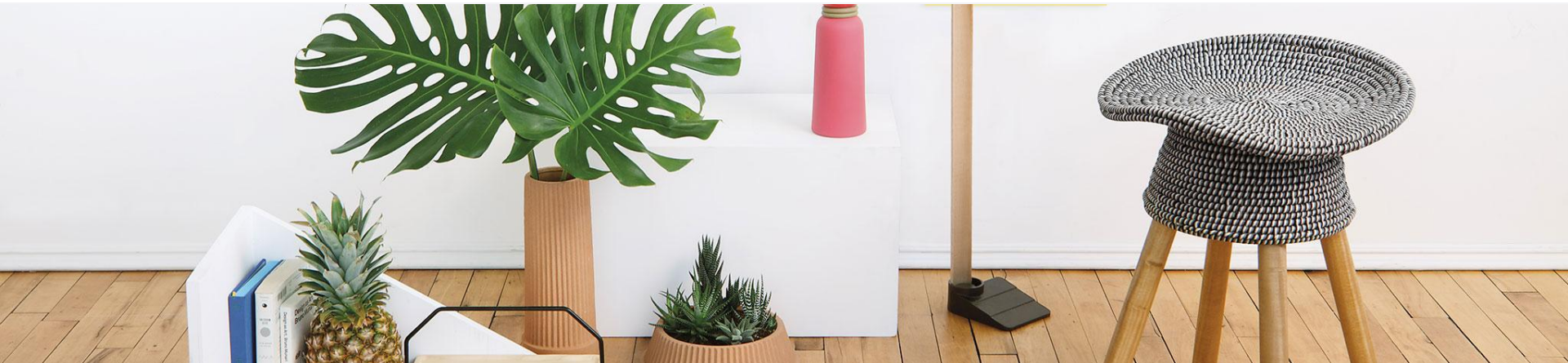


## ADVOCACY

# STRATEGY BRIEF

"My home is a white canvas - my belongings are the paint."

As an advocate for Umbra Shift, our target raves about their positive experiences with products in the Umbra Shift furniture line. Our campaign will address the sense of belonging to an exclusive community of design specialists by encouraging users to post designs featuring Umbra Shift products on social media; there, Umbra users can stand out, generate buzz, and inspire fellow design enthusiasts. Umbra also encourages this enthusiasm for functional, designer furniture by demonstrating passion for generating budget-friendly, yet intelligent and modern design solutions. Users are welcome to explore the need to express their unique personality through their home decoration design.



THANK  
UMBRA SHIFT • GROUP 2  
**THANK YOU**  
YOU