



2023

Core Value Furniture & Decor

COPY | **Vivian S., Jaclyn P.**

DESIGN | **Kelly D.**

R3 Deck

Run Dates:

January 2 - March 12, 2023

Promo: January 31 - February 7, 2023

July 31 - October 8, 2023

October 8 - December 31, 2023

Round 3

Updates

Concept

- Finalized look & feel and color palette for the promo portion

Channel Executions

- Added in FPO GIF imagery to campaign hero, along with a mobile mockup of the campaign hero and a mock of the promo hero.

Imagery

- Added in FPOs from the broadcast shoot, final imagery to be delivered 12/5

Your first place. Your first kid. Your
first big move.
Affordable fridge or bed frame,
we've got your back.

**Wayfair has all your big-deal needs for your home –
with style-defining pieces at great everyday value.**

As experts and guides,
we'll help you envision & create
your just-right space.

With low prices and absolutely everything
home, making Wayfair your first choice is
cost-effective and gratifying.

A Look into Color & Non-Negotiables

Seasonal Color

Leaning into our brand colors with a hint of seasonal across both concepts.

For seasonal accents, we will leverage the New Year 2023 palette.

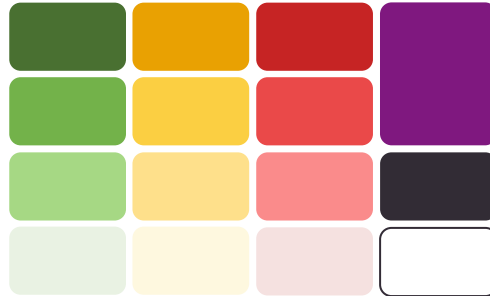
Branded Moments

In light of Brand Non-Negotiables, we plan to use our branded holding devices.

Wayfair Secondary Palette



New Year 2023 (Winter - Jan/Feb)



Functional & Expressive Callouts (VPs, % OFF, Price Points, F&Bs, Editorial Devices, Customer Reviews, 5 Star Ratings, etc etc)



The Pinwheel is part of our DNA

The pinwheel shape and forms are part of the brands DNA and it should organically run through everything we do. From holding devices for price points to our iconography both on & offline.



The Concept

Always A Big Deal

Always a big deal.

That sofa trend. The Japandi one. You've seen it on social, in all of its pastel glory. And, swoon. It even has pockets. It's the someday sofa, the one you could *maybe* afford in five years, even though you've seriously outgrown the beige hand-me-down from Aunt Martha.

So when you scroll through instagram and...wait...what's that you see?
The mint green Japandi sofa...with pockets...from...Wayfair?

At THAT price?

Listen up, Millennials. Life is unpredictable. But when it comes to your home, you can count on Wayfair to deliver the best savings for items you'll immediately show off.

Because getting a big deal IS a big deal. And you'll always find one, at Wayfair.

Copy Direction

Transactional

Headlines:

EB: Go-For-It-Prices.

HL: Scroll-Stopping Furniture & Decor.

EB: Furniture & Decor Deals.

HL: Go B-I-G.

Biiiiig Deals on Furniture & Decor

Big-Time Furniture & Decor Scores.

Subcopy:

This one's for the VIPS (very important price drops)

Trendy? Check. Glam? Got it.

Whatever your style, you'll get a **big deal**.

Furniture and decor you have to see to believe.

Yep, you really can get that dream find on a budget.

Furniture & Decor ... at THESE Prices? Total score!

Editorial

Foolproof Formula

7 Surprising Deals on Living Room Starter Pack Essentials

Pretty Genius

Small space? Don't sleep on these futon scores.

On Our Radar

Decluttering Trends that Work for You AND Your Wallet

Social

These sofa savings are big time #goals




Enter: your velvet couch era.

Whoa. Deals that'll make you double-tap.

"Oh thanks, I scored it on Wayfair." – You, soon

Core Value F&D
Mini word bank exploration

Vocabulary (words and phrases) to guide channel execution, grounded by new brand tenants (in Brand Essentials), divided by target audience/platform, and informed by the overarching campaign concept.

Channel → Brand tenets ↓	App/Onsite Target Audience: Riley & Noah 	Pinterest Target Audience: Naomi 	Instagram Target Audience: Naomi 
Gutsy	Words epic; thrill Phrase Go-for-it prices	Words iconic; hack Phase Adult like a pro.	Words big vibes, extra Phrase In my glam era.
Down-to-Earth	Words Brag-worthy Phrase Major style, smile-inducing prices	Words low-key easy Phrase Champagne taste, budget finds.	Words Winning Phrase Rug goals, met.
Quick on our feet	Words deals for days Phrase VIPs (Very Important Price drops)	Words Mood, #nailedit Phrase Bright vibes, low prices.	Words energy, humble-brag Phrase Deals that'll make you double-tap.
In the Know	Words trust us Phrase Scroll-stopping finds	Words Whoa-worthy Phrase Low prices, big-time goals	Words style crush, snatched Phrase For the win.

L&F Breakdown

Because this campaign is a BAU value presence moment that will flex across classes and seasonality, the campaign color palette will lean heavily into our BAU Wayfair secondary colors. We have largely taken brand non-negotiables into consideration here and see this core F&D campaign as a Wayfair-branded moment that has accents of seasonal color. (Imagery will play a large part in helping the seasonal colors come through.)

To differentiate from the campaign, the promo portion will leverage brighter colors that will catch the eye and stand out.

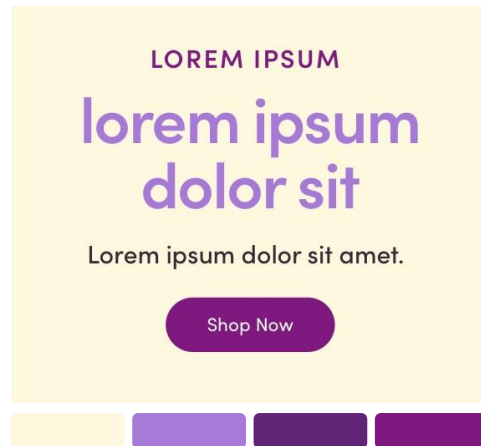
Type: use title case onsite and all lowercase for offsite assets.

Imagery Medium

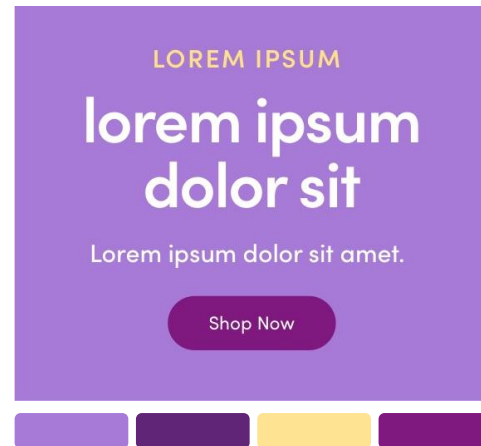
- Lifestyles from campaign shoot
- 2D & 3D lifestyles from 2021-2022 catalog
- +1 imagery from ESpring '23

See more imagery on slides 27-33.

Campaign



WIP Promo



L&F Exploration

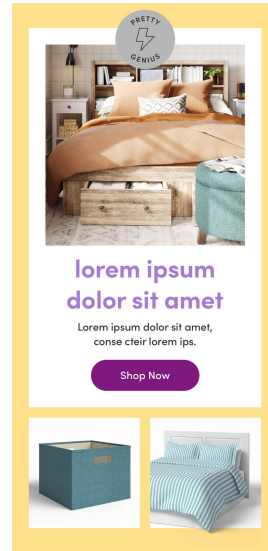
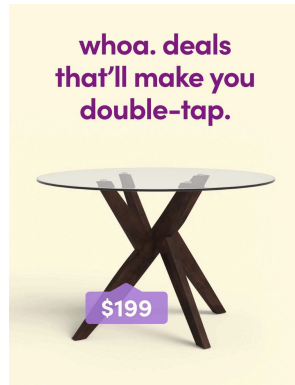
L&F Exploration

A glance of how the L&F works across graphics, type, lifestyle imagery vs. silos, etc.

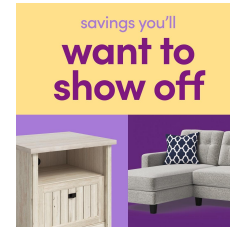
As mentioned, the campaign leans more heavily into lifestyle imagery, and the promo (WIP) will lean more into silos.

Note: Franchise badge colors are TBD.

Campaign



Promo



Core F&D

Channel Executions

Campaign Homepage - Option 1

Hero

1 version: Image GIF showing Bedroom, Living room, Dining.
Mock imagery is swipe, we will be using imagery from the shoot.
See requests [here](#).

Furniture

Value + Style: Wayfair has the best-value furniture finds for every design and sleep style.

Desktop

Badge:
HL: Big-Time Deals on Furniture & Decor
Subcopy: Yep, you really can get that dream find on a budget.
CTA: Shop Now

Mobile

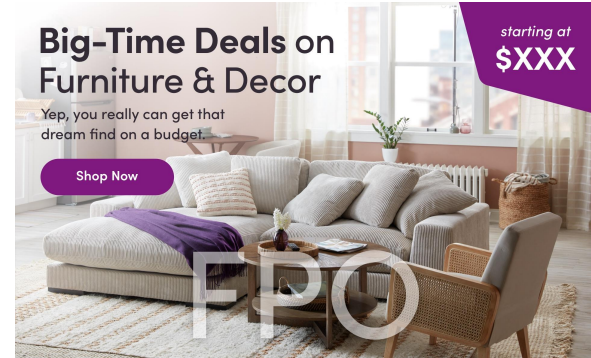
Badge:
HL: Big-Time Deals on Furniture & Decor
Subcopy: Discover dreams finds on a budget.
CTA: Shop Now

GIF Imagery

2D Broadcast
Shoot Images



Desktop



Mobile



biiiiig deals on furniture & decor

Yep, you really can get that
dream find on a budget.

Shop Now

Badge: Starting at \$XX

HL: Deals for Days on Furniture & Decor

Subcopy: Because when the prices are this good, they're a really big deal.

CTA: Shop Now

Badge: Starting at \$XX

HL: Go-Big Furniture & Decor Deals

Subcopy: Yep, you really can get that dream find on a budget.

CTA: Shop Now

Badge: Starting at \$XX

HL: Bring On the Big Deals

Subcopy: Furniture and decor – for way less than you think.

CTA: Shop Now

Campaign Homepage Ct'd

Hero

Furniture

Value + Style: Wayfair has the best-value furniture finds for every design and sleep style.

Desktop

Badge:
HL: Big-Time Deals on Furniture & Decor
Subcopy: Yep, you really can get that dream find on a budget.
CTA: Shop Now

Mobile

Badge:
HL: Big-Time Deals on Furniture & Decor
Subcopy: Discover dreams finds on a budget.
CTA: Shop Now

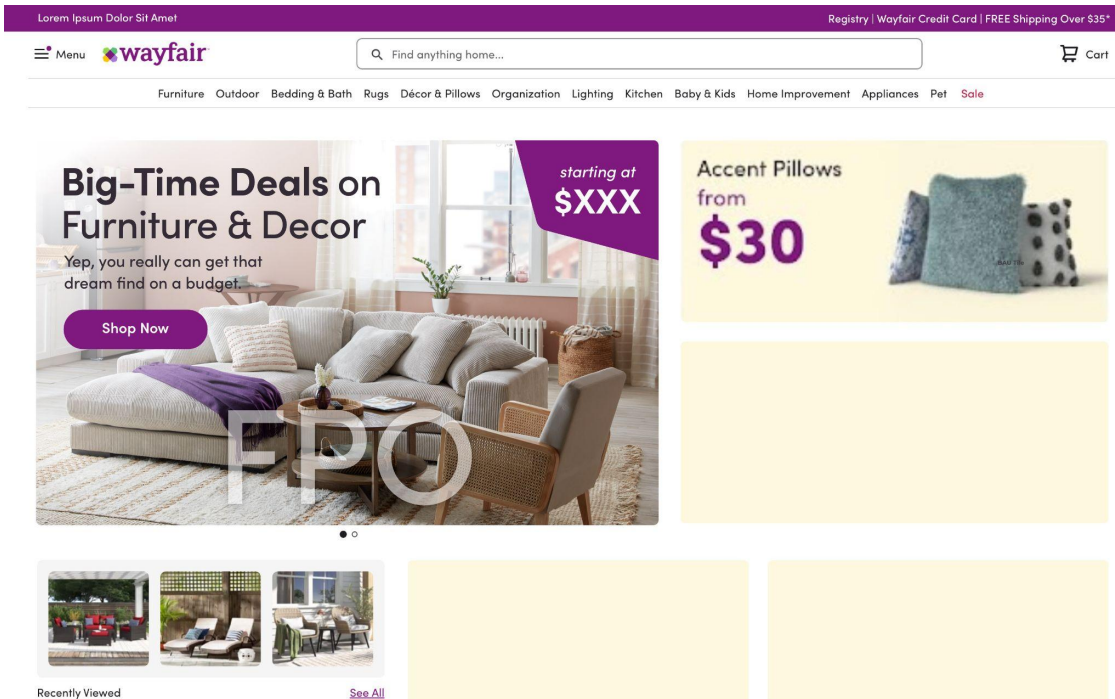
Tiles

BAU tiles will leverage the light yellow from New Year + Early Spring seasonal color palette.

(confirm this)

Badge Exploration

Pricepoints and badge placement will stay the same as the GIF cycles through the 3 images/categories. Badge treatment is TBD, but here are 2 options below.



Flex Landing Page Wireframe

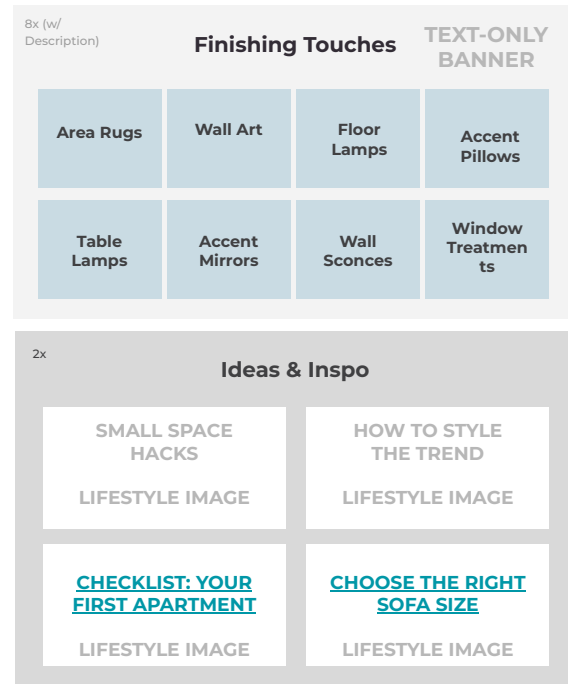
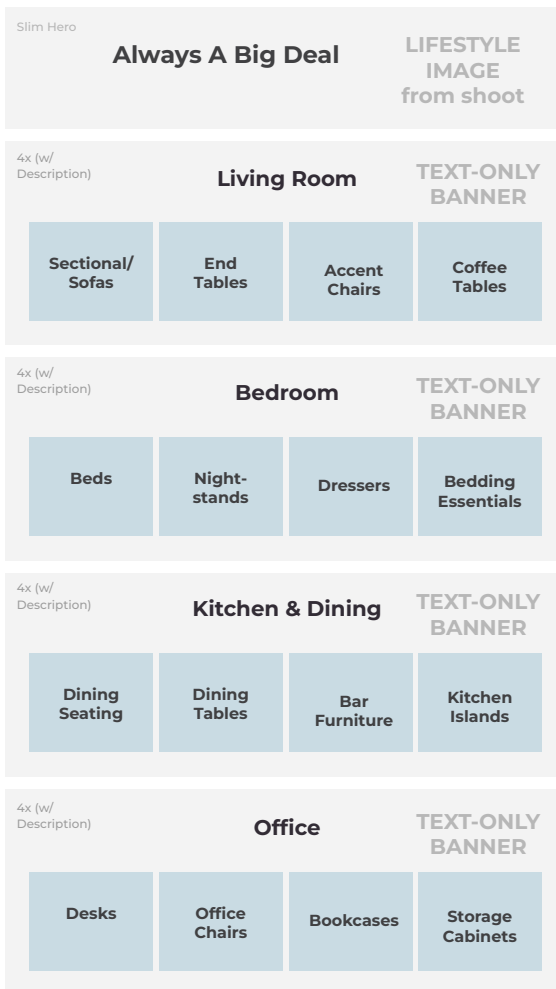
Goal

Similar to our Back to College Page, we want our Core F+D Page to help guide the shopper and emphasize value. It is transactional focused, highlighting the breadth and depth of Wayfair's offering, with editorial moments (e.g. customer quotes, tips & tricks, etc) woven directly into the page.

- Page is organized by room
- A mix of 4-by and 8-by silos for categories with more focuses.
- Ideas & Inspo section will include:
 - 2x franchise content with imagery from the shoot
 - 2x SEO content

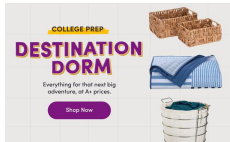
Note: this wireframe is pulled from the [planning packet](#) (slide 13).

[Landing Page Brief](#)



Promo Homepage - Option 1

Each row moves in opposite direction, but more smoothly and less choppy



Also like this example:
<https://pin.it/SLVVOCE>

A screenshot of the Wayfair homepage. The top navigation bar is purple with the Wayfair logo, a search bar, and links for 'Room Ideas', 'Sale', 'My Account & Orders', 'Lists', and 'Cart'. Below the navigation bar is a horizontal menu with categories: Furniture, Bed & Bath, Rugs, Decor & Pillows, Storage, Lighting, Kitchen, Baby & Kids, Outdoor, Renovation, Appliances, Pet, and Registry. The main content area features a large purple banner for 'The Big Furniture Sale' with the text 'Up to 60% OFF' and 'One week only: score epic deals. Go for it!'. Below the banner is a 'Shop Now' button. To the right of the banner are two smaller yellow banners for 'Accent Pillows from \$30', each with a 'Shop Now' button.

Note: Silos are not final

A purple banner for 'EPIC FURNITURE SALE' with the text 'UP TO 50% OFF | FAST SHIPPING'.

Wayfair logo and search bar.

A purple banner for 'The Big Furniture Sale' with the text 'Up to 60% OFF' and 'One week only: score epic deals. Go for it!'. Below the banner is a 'Shop Now' button.

Two yellow banners for 'Accent Pillows from \$30'.

Desktop

EPIC FURNITURE SALE | UP TO 50% OFF | FAST SHIPPING | Shop now → Registry | Wayfair Credit Card | FREE Shipping Over \$35*

Menu **wayfair** Find anything home... Cart

Furniture Outdoor Bedding & Bath Rugs Décor & Pillows Organization Lighting Kitchen Baby & Kids Home Improvement Appliances Pet Sale

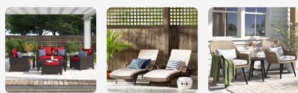
Epic Furniture Sale
up to **50% OFF**
One week only; score big-time deals. Go for it!
[Shop Now](#)



Accent Pillows
from **\$30**



Recently Viewed [See All](#)



Mobile

EPIC FURNITURE SALE
UP TO 50% OFF | FAST SHIPPING →

wayfair Find anything home... Cart

Epic Furniture Sale
up to **50% OFF**
One week only; score big-time deals. Go for it!
[Shop Now](#)




Accent Pillows
from **\$30**



Acc
from
\$

Motion Inspo

COLLEGE PREP
DESTINATION DORM
Everything for that next big adventure at low prices.
[Shop Now](#)



**Appliance
That Keep**

Alt Subcopy: Score the big stuff at can't-miss-it pricing. Go for it!

Galactic Hero Copy Example

Bedroom

Message Direction: Value + Style
Wayfair has the best-value Bedroom finds for every design and sleep style.

Desktop

Badge: Bedroom Sets From \$199

HL: Sleep Goals, Met – for Less

Subcopy: From boho to modern, keep your style affordably on point.

CTA: Shop Bedroom

Mobile

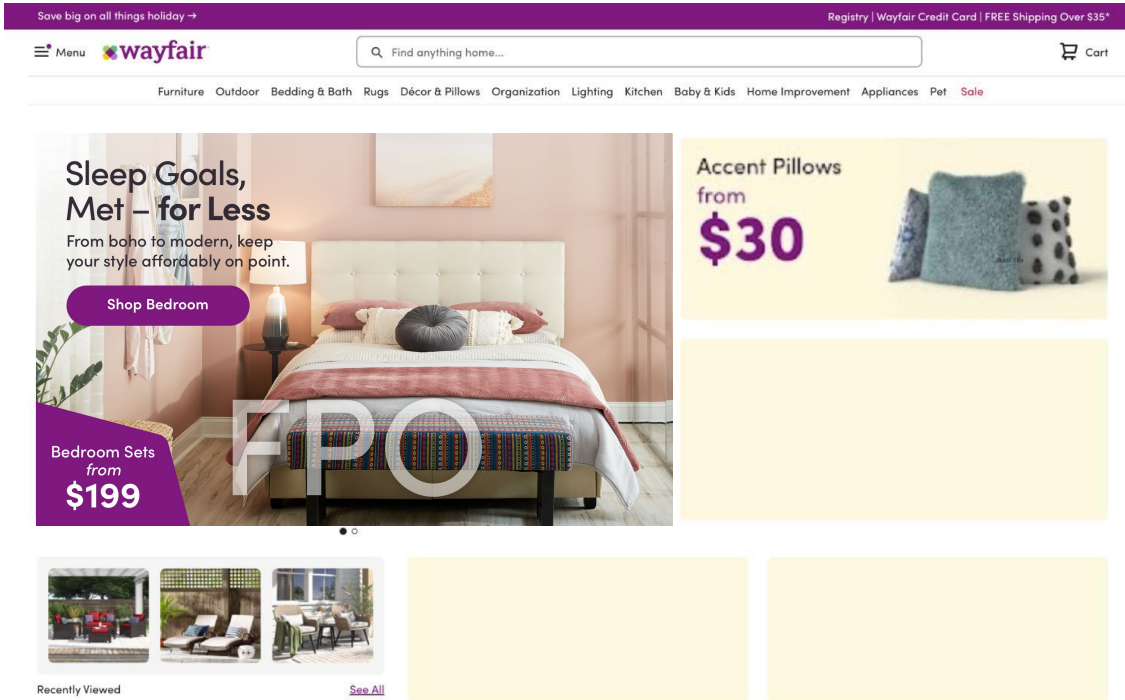
Badge: Bedroom Sets From \$199

HL: Sleep Goals, Met – for Less

Subcopy: Keep your style affordably on point.

CTA: Shop Bedroom

Note: All Category Galactic Billboard Direction Can Be Found [Here](#)



Core Value F&D | Always A Big Deal

Channel Executions

Doable Decorating

Style Meets SOLR Events

The 11 best /lamps/ under /\$50/ - we've rounded up design-forward picks from our price point SOLR events to show we have stylish finds at score-worthy prices. SKUs selected from a single SOLR event.

Style Guides

Not sure what your style is (but you know it when you see it)? We can help! Using Core Design Styles, we'll show images and provide useful tips to get the decor look. Bonus: It won't require a major overhaul. This could also be mood boards.

Foolproof Formula

Starter Packs

Those classic moments that require a boatload of new essentials? We've got you covered. First time mom? Grab a crib + glider + 3-way lamp. // First roommate-free kitchen? Get the cookware set + knives + prep bowls.

Combos Under \$Price Point

Outfit an entire room under [\$500]. Living room? Get the sofa, rug, chair, and end table combo to look put together, without breaking the bank.

On Our Radar

Trends Under \$TK

A pricepoint-based take on trending finds. Eg, Colored Glassware Under \$30

Pretty Genius

Small Space Hacks

Leveraging multifunctional furniture items: lift-top coffee tables, murphy beds, fold-down desks, etc. Optional to add price points.

Picks That Pay for Themselves

You'll be willing to skip the takeout and eat in when you have these smart kitchen finds - Dutch ovens, coffee makers, food storage containers, etc - at home. Option to add takeout-replacement recipes based on channel.

Good to Know Guide

How to Style the Trend

That latest trend you love, but aren't sure how to pull off? We'll help you nail it with our stylist tips and tricks.

How to Buy the Right [Class]

Leveraging our Buying Guides to give first-time renters the info they need to feel confident to purchase. This could take on a quiz format, illustrations, or stylist quotes.

Mini Makeover

1 Furniture Item, 3 Ways

It's our classic 1 Room, 3 Ways - but on a smaller scale. Change out your headboard & bedding for a whole new look... Swap dining chairs and tabletop items to give that classic table a modern vibe... Keep your sofa, but swap the pillows and throws in on-trend colors.

Weird But Want It

Millennial-Kitsch Decor

Pineapples, mushrooms, flamingos - are you even a millennial without them?



Starter Packs

IG | Email

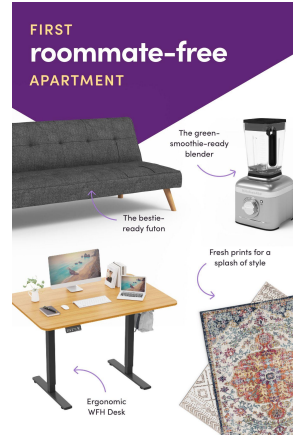
Those classic moments that require a boatload of new essentials? We've got you covered. First time mom? Grab a crib + glider + 3-way lamp. // First roommate-free kitchen? Get the cookware set + knives + prep bowls.

STARTER-PACK SAMPLE

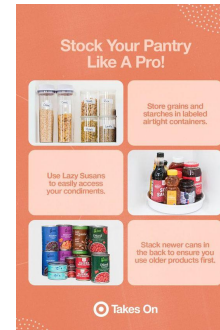
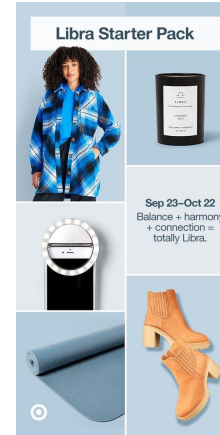
First time home dweller

- The bestie-ready murphy bed
- The green smoothie blender
- Fresh prints for a splash of style
- Ergonomic WFH desk

Inspiration / Swipe



wayfair





How to Style the Trend

Pinterest | IG | Email | FB | Push | SEO

That latest trend you love, but aren't sure how to pull off?
We'll help you nail it with our stylist tips and tricks.

HOW TO STYLE THE TREND SAMPLE

Big glam, demystified.

FB caption:

Always wanted to try that maximalist touch but can't seem to get started? Try these ideas for that big glam impact on a budget.

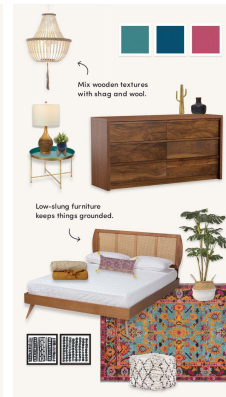
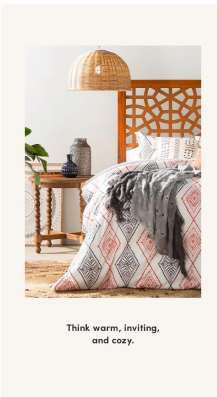
Idea Pin/Carousel:

Card 1: Statement piece pop: it only takes one piece to ground your space in color.

Card 2: Splashy art: dress up your walls with an eye-catching print. #nailedit

Card 3: Go ahead, be extra. Experiment with throws, baskets, and vases—all at once.

Inspiration / Swipe



Small Space Hacks

Pinterest | IG | Email | FB | Push | SEO

Leveraging multifunctional furniture items: lift-top coffee tables, murphy beds, fold-down desks, etc. Optional to add price points.

SMALL SPACE HACKS SAMPLE

CONTENT BANNER:

Badge: Pretty Genius

HL: Small-Space Hack #11

Body: Hide clutter in plain sight with a looks-expensive-but-isn't basket.

Tip:

CTA: Shop Now

WEIRD BUT WANT IT SAMPLE

CONTENT BANNER:

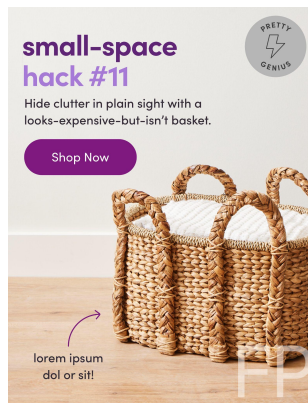
Badge: Weird But Want It

HL: Mushrooms Go Mainstream

Body: Is toadstool-core a thing yet?

CTA: Shop Now

Inspiration / Swipe



Channel Executions

Imagery

- Can be achieved in the F&D video shoot
- Can +1 from Catalog Early Spring or existing imagery. (see slides 16-20)
- Leverage Imagery GIFs
- Use pinwheel containing shapes for imagery

Social Language/Meme Play

- We know you know. #WKYK
- Decorating: do it for the views. #DIFTV
- #itsavibe

Me: I have errands to run.
My errands:



Is it too soon to put up a tree?

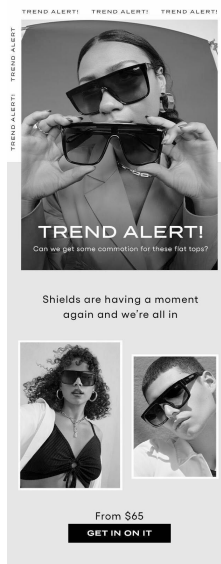
(asking for a friend)

SHOP EARLY HOLIDAY



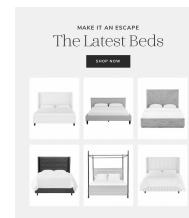
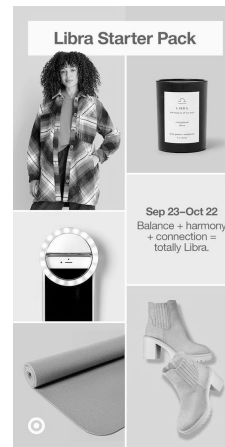
Creative: Concept 1

- Trending bar cart GIF
- Studio apartment tips
- Social posts w/ copy over imagery



Creative: Concept 2

- Starter pack collages (social)
- Silo GIF to show breadth of selection
- Set up the perfect WFH station collage (Email or Pinterest)



Core F&D

Imagery

Seasonal Merch Overview

Q1 2023

Seasonal
Timing

Early Spring

Priority Core
F&D
Categories

Furniture: Living & Bedroom

Bedroom Refresh; Beds + Nightstands + Dressers (FT: OPP)
Living Room Refresh; Sectionals/Sofas (FT: Seasonal Trends)

Home Decor

Rugs (FT: OPP & Seasonal Trends)
Lighting (FT: Product Type Selection)

Kitchen & Tabletop

Small Appliances (FT: Blenders & Juicers from Cuisinart & Vitamix - Category Captains)
Dining Linens (FT: Seasonal/Trending Materials at OPP)

Secondary/S
upporting
Categories

Storage & Org

Closet & Boxes/Bins (FT: Wayfair Basics)
Kitchen Organization for Every Space (FT: OPP)
Tackle Outdoor Storage; Outdoor Structures (FT: Brands; Financing)

Appliances

Major & Minor Kitchen Appliances (FT: GE - Category Captain)
Laundry Appliances (FT: GE - Category Captain)

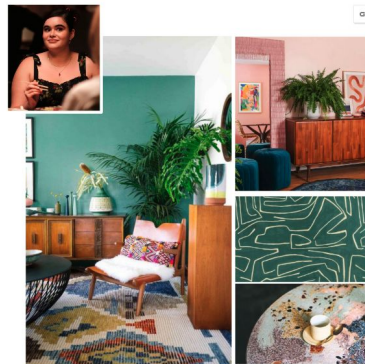
Value Shoot

Week of 11/14

The video team is shooting for the broadcast spot and we have an opportunity to capture stills. We will likely get around 22 shots from the shoot. See requested shot list [here](#). Kayleigh is also planning on taking iPhone pics to use for social, which we could leverage on Pinterest.

There are 4 sets to capture imagery from (where design targets and sets feel applicable to the campaign), which you can see [here](#). These latter nicely to the campaign messaging & target audience.

Learn more about the casting guides & design targets [here](#).



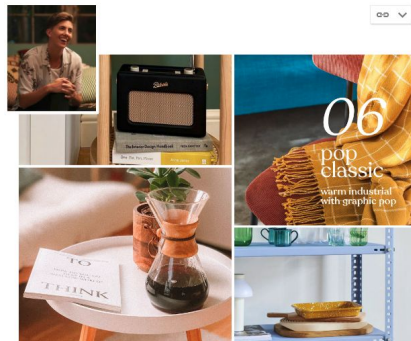
Gwen | New Bohemian
Living Room

25. Just moved and has recently become roommate free. She's renting her first place that's all to herself and she's thrilled to make it all her own.



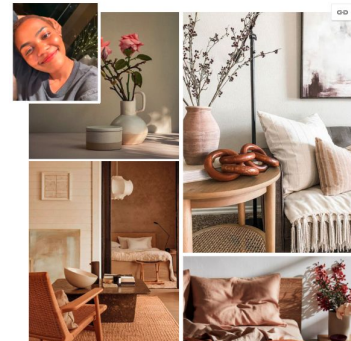
Riley & Noah Powers | Playful Glam
Living / Dining / Kitchen

34 & 35. They recently bought their first home, a 2 bedroom apartment. They are most excited about hosting their friends for dinner parties and trivia nights.



Taylor | Pop Classic
Bedroom

28. Just upgraded from their old college bed. I.e. a mattress on the floor. They live with roommates, so their bedroom is their sanctuary and work space.



Naomi | Modern Handcraft
Kitchen / Living / Bedroom

26. This is her first apartment in her new city. Her studio apartment is tight on space and budget, but big on style and function.

FPOs

Imagery Timeline:

11/30 - R1 retouched images sent

12/1 - Feedback Due EOD

12/2 - Revisions

12/5 - Finals Sent

[FPO Link](#)

[Shot List](#)



Core Value F&D | Early Spring CAT Imagery

1:1 Pickup | Link [Here](#)

*Cannot rework images, but can use 1:1, as well as older images.

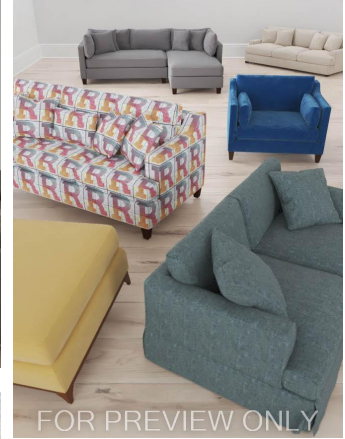
2D



3D



FOR PREVIEW ONLY



FOR PREVIEW ONLY



FOR PREVIEW ONLY



FOR PREVIEW ONLY

*Cannot rework images, but can use 1:1, as well as older images.

3D



Core Value F&D | Older Imagery Pickups

1:1 Pickup

*Cannot rework images, but can use 1:1.

Images have been pulled from WF CAT
2021-2022



Core Value F&D | Older Imagery Pickups Cont'd

1:1 Pickup

*Cannot rework images, but can use 1:1.

Images have been pulled from WF CAT 2021-2022



Appendix

Campaign Overview

WHAT WE ARE LOOKING TO DO

- Create a seasonally relevant campaign focused on everyday value and showcasing our Core F+D assortment.

WHY ARE WE DOING IT

- Our consumer is price conscious, especially with macro economic trends, and want to leverage our core F+D assortment to talk about the great value you can find every day at Wayfair.
- There is opportunity to create better brand linkage by leveraging our core F+D assortment to serve as the seasonal connective tissue between the various campaign messages that the consumer is receiving.

HOW DO WE DO IT

- Omni-channel campaign support.
- Leverage seasonal theme elements in the look + feel and merchandising assortment
- Develop a creative concept that speaks to 'just what you need for all things home.'
 - Establish a design/copy system that can work across all supporting channels and flex with class priority and seasonality.

TL;DR	
Type of Campaign	Omni-channel
Markets	WFNA
Flight Dates	Q1 2023
Broadcast (Yes or No)	Yes
Promotional Message / Value Proposition	Value (primary) Selection (secondary)
Merch	Insights & SKU List

Young Professionals

Who they are (demos)

25-35 year old first-time home renters living in a city without kids. It's their first time living "on their own, so they are discovering themselves as independent adults

Think (functional)

Their home is an evolving expression of their individuality. They are buying for right now (vs. a forever home), and experimenting with what a "just right" home means for them. They need inspiration for what's on trend, in their budget and will work in a smaller space.

Feel (emotional)

They grew up on social, so want their homes to impress their family and friends - but purchased through brands they feel do good for the world (e.g. sustainable packaging, DE&I). **How do they live up to these expectations with a small space and budget?**

Do (behavior)

How they live: They are learning domesticated life: How to cook, entertain, live with a romantic partner, create a hybrid working/living space, and need guidance from family, friends and even celebs (cue in Masterclass!)

How they shop: Social is their Retail Therapy: They constantly use social and influencers to not just get inspired by the latest trends and styles, but shop on their terms without leaving the platform.



Avg. Annual Spend
\$3,600
(116 index vs avg)

"It's important to me that my friends and family are impressed by my home"
(357 index vs avg)

"I enjoy finding home inspiration"
(168 index vs avg)