

CONFIDENTIAL

College students and their families spend on average \$1,200 on back-to-college shopping (~10% on dorm/apartment furnishings).

With our variety of styles, deep selection, and access to financing, we help make furnishing dorm rooms more approachable and attainable.

Through our **everyday great value** and **endless selection**, we will show customers that we have everything they need to make their college space **just right for them**.

Consumers are **looking for inspiration and guidance** to land at the perfect purchase. (72% of Gen Z will shop from a brand they follow on social.)

Concept 1

Destination Dorm

Destination Dorm.

**Creating your first
home-away-from-home
is easy, affordable, and full
of possibility.**

College is a thrilling time of discovery and individuation: who am I?
What do I like? What makes *me* feel at home?

And...how can I (or, more likely, my parents) afford the things I truly love, on top of the cost of going to school?

Introducing: Destination dorm. Company's curated college collection that helps you design your "*that's so me*" space—at parent-approving prices.

Prepping for this transition can be overwhelming but don't worry: we're going to guide you on your exciting new journey.

Whether you're a window-shopping student texting skus to mom, or a budget-conscious head of the household, we'll help you tailor your space with a wide selection of items that'll keep you organized, comfortable, and inspired.

With Company as your destination for all things dorm—the future is brighter than ever.

Thoughtful • Inspiring • Helpful

Homepage Copy

Eyebrow: Back to College

HL: Destination, dorm.

SUB: Everything you need for your big adventure –
at parent-approved prices.

Supporting Copy

Snag these stylish dorm essentials at a steal.

Your future is bright with sturdy and stylish
essentials.

Your one-stop college shop for campus-bound
students.

Student-loved designs at parent-approved prices.

Sample Landing Page Sections

The Dorm of Your Dreams, from Sleep to Storage
Design your haven with these sturdy essentials.

Classes: Bedding Sets, Sheet Sets, Laundry Hampers & Baskets, Boxes, Bins & Baskets

Shoes, Stored. Clothing, Hung. Class: On Time.
Your future self will thank your organizational skills.

Classes: Shoe Storage, Storage Drawers, Over-the Door Organizers, Clothing & Garment Racks

Create a Study Space for Ultimate Focus
*Durable desks, table lamps, and accessories shed
light on your toughest subjects.*

Classes: Desks, Office Chairs, Shelves, Lamps

Explore Your Creativity with Curated Decor
*Little touches with big payoffs make your just-right
space*

Classes: Wall Art, Throw Pillows, Wallpaper, Accent Mirrors

Back to College Campaign
Destination Dorm

Galactic Hero
Desktop & Mobile

Creative Option 1

Back to college background texture using our core purple. Skus would have animation while being swapped out with other products/categories - or this asset could be static.

Creative Option 2

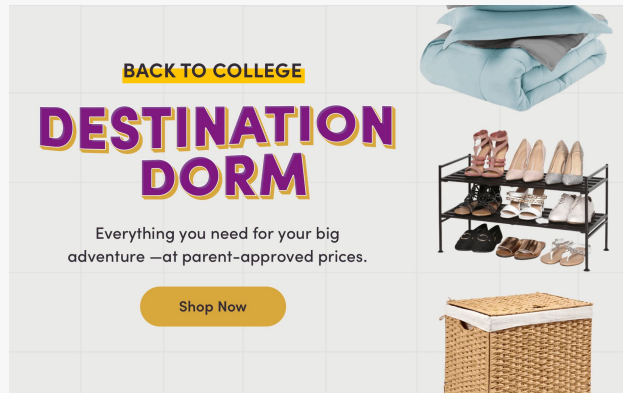
Using a graph paper background treatment background to nod to the school season while also adding in skus - animation would be on the slower side and could showcase skus vertically coming on/off the creative.

Desktop



Option 1

Mobile



Option 2



Concept 2

Dorm Deals 101

Your cheat sheet for a stylish, budget-friendly dorm.

The first day of school is quickly approaching and, with it, the excitement of college life – new people, new experiences, and, most importantly, a new home.

By now, you've spent hours scrolling social media for inspo, and your dream dorm is literally at your fingertips... but how will you bring it to life?

Welcome to Dorm Deals 101. Consider this your first class of the new semester and think of us as your own personal cheat sheet for navigating back-to-college shopping. With A+ savings on storage, bedding, furniture, and more, Company has everything you need to ace your space – while staying within your budget.

Encouraging • Energetic • Approachable

Homepage Messaging

EB: Back to College

HL: Dorm Deals 101

SUB: Your cheat sheet for scoring A+ savings.

Alt Messaging

A+ Dorm Deals

School of Savings

Your cheat sheet for a stylish,
budget-friendly dorm.

Ace your space with savings on
storage, bedding, and more.

Storage, bedding, and more – for less.
Start the semester with confidence.

Unofficial-back-to-college plan:
Rack up savings. Ramen. Repeat.

Sample Landing Page Sections

Must Haves for Move-In

*Don't leave home without these affordable
essentials.*

Classes: Bins, Baskets, Hampers, Sheets

Outfits, Organized

Save on storage without cramping your style.

Classes: Shoe Storage, Closet Systems, Shelves

A+ Study Spot

*Create a smart setup (with money left over for
snacks)*

Classes: Desks, Office Chairs, Shelves, Lamps

Style Extra Credit

*Find looks you'll love at prices your parents will
approve.*

Classes: Wall Art, Throw Pillows, Wallpaper, Accent Mirrors

Back to College Campaign
Dorm Deals 101

Galactic Hero

Desktop & Mobile

Creative Option 1

Leveraging the fall color palette and nodding to school with a 'sticky' note overlaying lifestyle imagery.

Desktop



Option 1

Mobile



Creative Option 2

Leveraging the fall color palette and nodding to more of a 'varsity' color scheme with lifestyle imagery of different categories within the sale.



Option 2

