



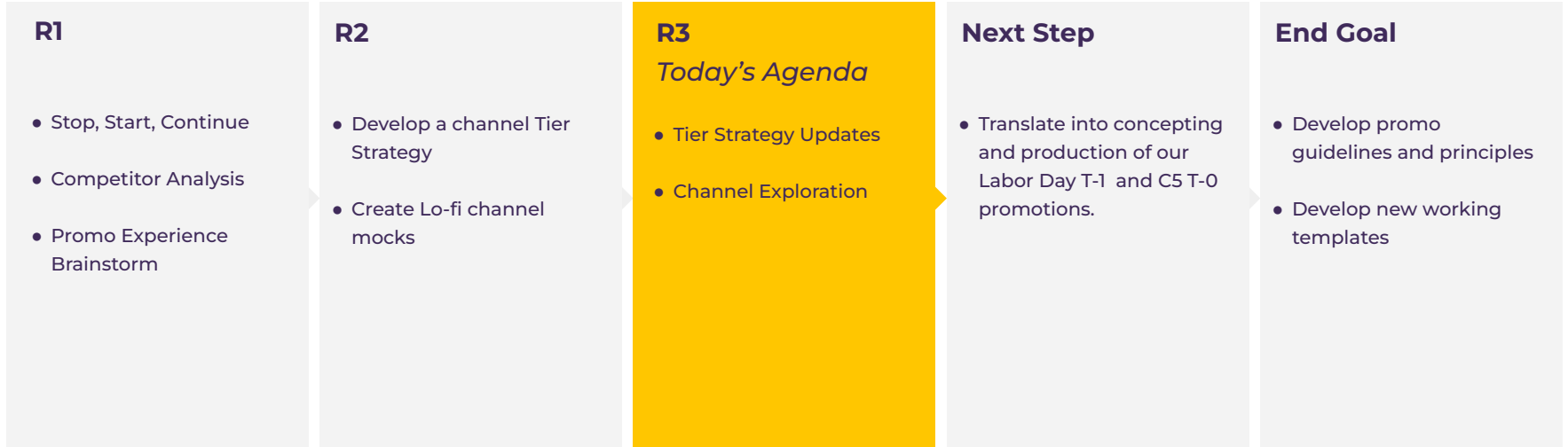
Spring 2022

Major Promotions Creative Exploration

Matt F. | Vivian S. | Laura Y. | Austin H. | Luke P.

MAJOR
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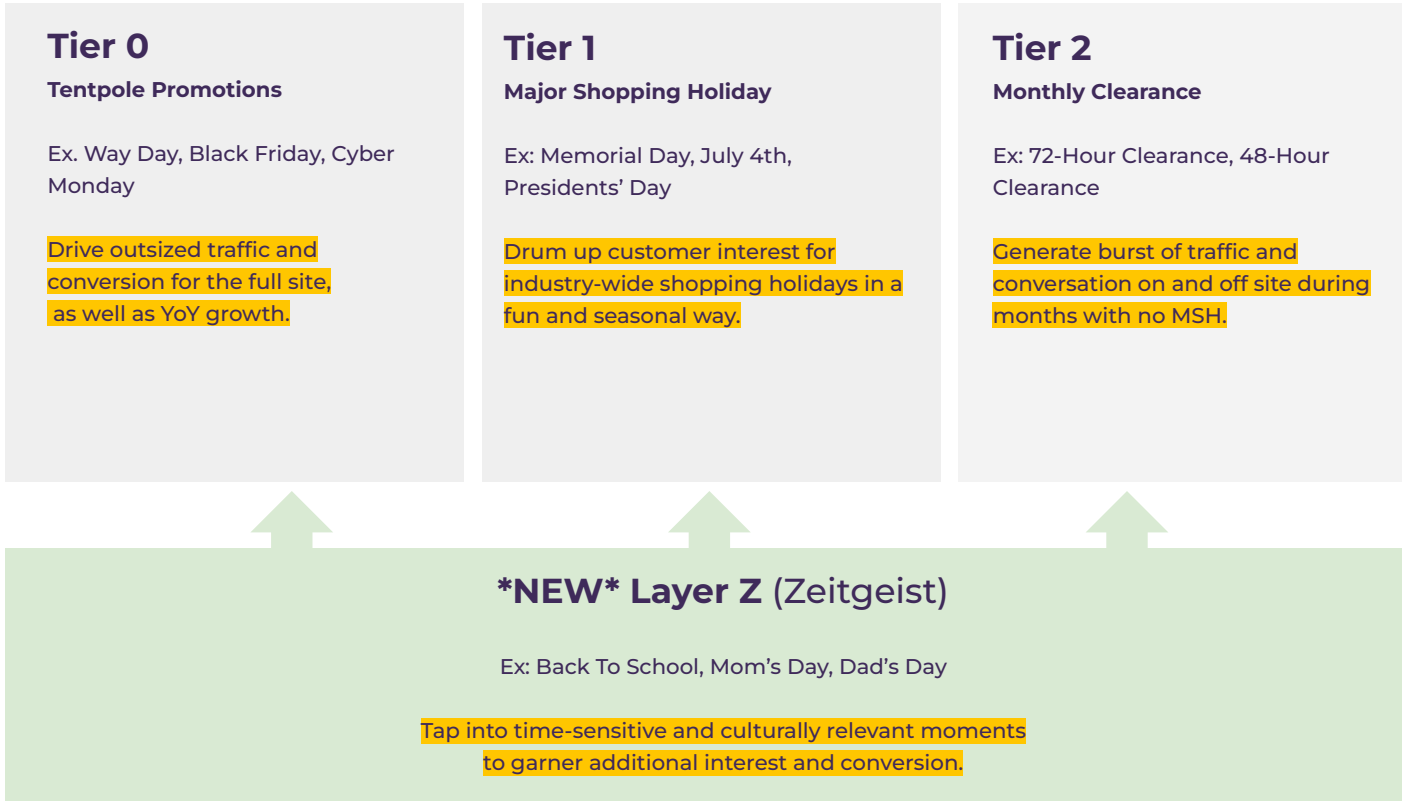
Process



Tier Strategy

(Graphic themes/concepts are all for example only but T-1 mocks reflect the summer seasonal palette)

Overarching Strategy



Understanding Layer Z

Overview

Layer Z should **NOT** be viewed as a fourth promotional Tier but, rather, a new way to **engage customers during an existing/expected shopping period.**

Channel Support

Because these are not full promos, **channel support is determined on an as-needed basis** by the type of shopping moment. Back to School, for example, might run longer and get more support than Father's Day.

Promotionality

Because we are capitalizing on known shopping moments, **value will remain at the center of these activations.** While Father's Day did not have an overarching VP, other Layer Z integrations will highlight value to help convert in-market customers.

Outdoor Summer

Shop summer finds for your outdoorsy side (for less) →



Find anything home...



Father's Day (Layer Z)

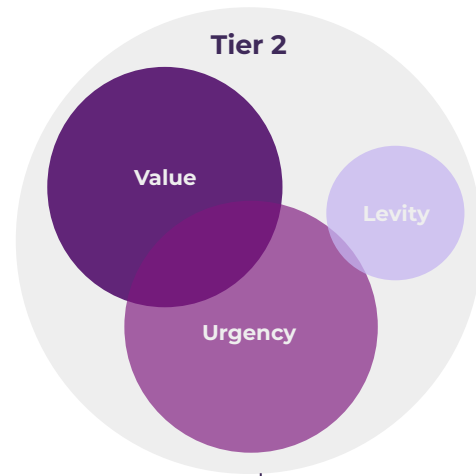
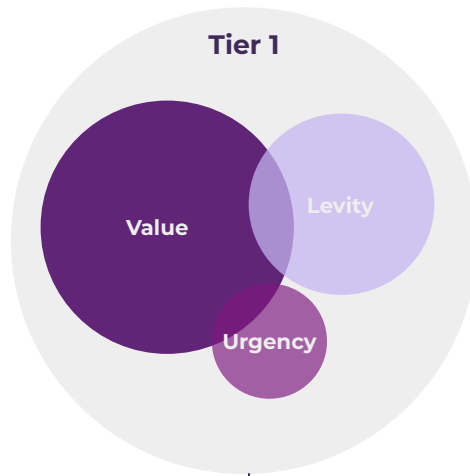
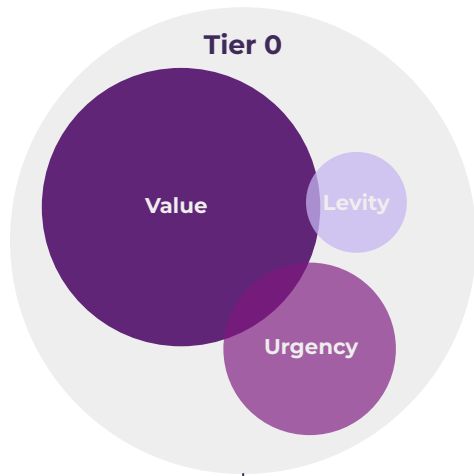
Gas & Charcoal Grills on Sale for Father's Day →



Find anything home...



Major Promo Exploratory
First Wave: Messaging Strategy by Tier



T-0 Tent Pole

Activations	Promotional Tone	Messaging Strategy	CTAS
<p>Way Day (Global) 5 Days of Deals (Global) Black Friday (Global) Cyber Monday (Global) Boxing Day Sale (UK) Boxing Week (CA)</p>	<p>Distinct and memorable. We want customers to know they're getting the best possible deal during these annual events and help them eagerly anticipate them.</p> <p>We'll create this excitement through loud and direct messaging that highlights our deep discounts and vast selection, and drum-up hype throughout the sale event.</p> <p>Urgency dials up as sale progresses and levity is employed at key moments.</p>	<p>Main Message</p> <p>Emphasis should be placed on the sale name in stage one, followed by urgency.</p> <p>Supporting Copy</p> <p>Reinforce the significance of the sale and highlight the massive deals and extensive selection.</p> <p>Ex.</p> <p>HL: WAY DAY SUB: Our biggest sale of the year.</p>	<p>Straightforward language directing customers to shop; urgency is expressed throughout sale length.</p> <p>Ex.</p> <p>(Early Access)</p> <p>Shop Deals Early</p> <p>Shop the Presale</p> <p>(Sale Launch)</p> <p>Shop Now</p> <p>Shop All Deals</p> <p>(Sale Ending)</p> <p>Shop Fast</p>

T-1 Major Shopping Holiday (MSH)

Shopping Holidays	Promotional Tone	Messaging Strategy	CTAS
<p>Presidents' Day Sale (US) Limited-Time Sale (CA) January Sale (EU)</p> <p>Mid-Season Sale (EU)</p> <p>Memorial Day Sale (US) Victoria Day Sale (CA) Bank Holiday Sale (EU)</p> <p>4th of July Sale (CA) Canada Day Sale (CA) Summer Sale (EU)</p> <p>Labor Day Clearance (US) Limited-Time Clearance (CA) Weekend Clearance (EU)</p> <p>End-of-Year Clearance (US) End-of-Year Clearance (DE)</p>	<p>Since customers are already anticipating these major shopping events, we need to stand out from the crowd of competitors. We'll do this by combining great value and selection with seasonally relevant, relatable copy.</p> <p>Urgency dials up as sale progresses; levity is employed throughout.</p>	<p>Main Message</p> <p>Emphasis should be placed on value and seasonality in first stage, followed by urgency.</p> <p>Supporting Copy</p> <p>Encouraging, urgent, and fun. Dial up the levity while still highlighting deals and overall value and selection.</p> <p>Ex.</p> <p>HL: Memorial Day Sale SUB: Go all out with over 7,000 start-of-summer deals.</p>	<p>Straightforward language directing customers to shop.</p> <p>Ex.</p> <p>Shop Now</p> <p>Shop Fast</p> <p>Shop the Sale</p> <p>Start Saving</p> <p>Shop All Deals</p>

T-2 Monthly Clearance

Activations	Promotional Tone	Messaging Strategy	CTAS
<p>January Clearance</p> <p>March Clearance</p> <p>June Clearance</p> <p>August Clearance</p> <p>November Clearance</p> <p>72-Hour Clearance</p> <p>48-Hour Clearance</p> <p>Email-Exclusive Sale</p>	<p>These sales are unexpected and only last a few days, so we need to quickly grab customers' attention to ensure they don't miss out on great offers. We'll do this by reiterating urgency messaging throughout headlines, subcopy, and CTAs.</p> <p>Urgency is dialed high as per time sensitivity.</p>	<p>Main Message</p> <p>Dial up the urgency and grab attention with time-related words and phrases.</p> <p>Supporting Copy</p> <p>Help explain the main message or sale theme and invoke feelings of FOMO through punchy, relatable messaging that highlight time-sensitive deals.</p> <p>Ex.</p> <p>HL: 72-Hour Clearance SUB: You know how the weekends always go by too fast? This sale is like that.</p>	<p>Add a light touch of urgency to inspire immediate action.</p> <p>Ex.</p> <p>Shop Fast</p> <p>Get First Dibs</p> <p>Click Quick</p> <p>Grab a Deal</p> <p>Start Your Cart</p>

Copy Direction Improvements

Copy Approach

Encouraging (not pushy), **fun with a hint of humor** (not overly-salesy) – aka **dial up the levity**

How?

Welcome customers in so they feel at home. Make them always feel they're getting on-sale items at great value that they won't find anywhere else.

Sample Headlines

Best Prices Of The Season. Period.

Shop Like A Pro

Bring Your (Savings) A-Game

Seasonal

It's A Fall (Savings) Fest

Patriotic

Red, White and Oooh!

Sample Subcopy

Seriously good – no, great – prices

Prices so good, you can afford to get obsessed

Go on, shop the best prices of the season.

Seasonal

Unwind with your favorite sunny-day staples. (Piña coladas not included.)

Urgency

You know how weekends always go by so fast? This sale's like that.

Sample CTAs

Start Your Cart

Get First Dibs

Let's Go

You've Earned This

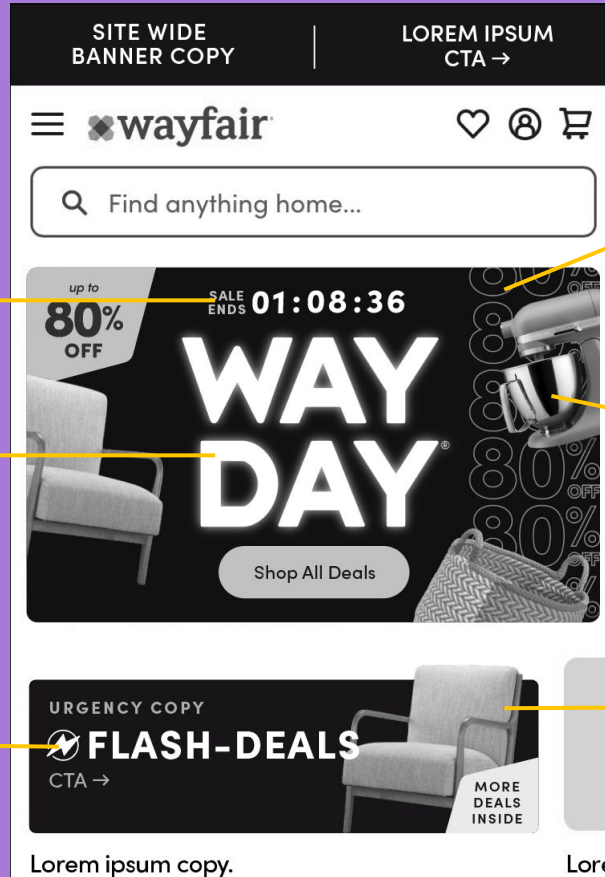
Grab a Deal

Click Fast

L&F HP MOCKS (themes/concepts are all for example only but reflect the summer seasonal themes)

T-0 Tent Pole

Establish larger-than-life hierarchy and elements that cut through the noise



Dynamic countdown clocks to bring currency to life.

Customized and crafted HL treatments

Custom icons and reskinned site elements

VP LOREM
VP LOREM

Outlined VPs turn messaging into graphics that can be used as a background texture or a foreground message. (reserved for T0s)

Priority SKUs integrated into creative help to highlight the quality within the sale and emphasize the magnitude of the moment through scale.

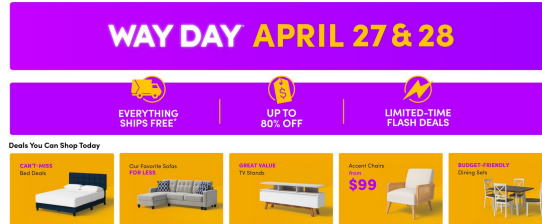
Product “breaks out” of ui. Elements demonstrating that the deals are to big to contain. Our site is “bursting at the seams with deals”

T-O L&F Examples

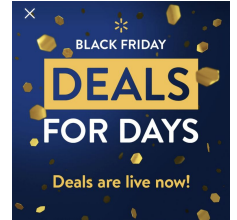
Elements

- High contrast and vivid color make sure the moment isn't missed by customers
- Motion is utilized wherever possible to maximize impact.
- T-Os lean more graphic to focus on the VPs but we will explore more lifestyle imagery in future iterations.

INTERNAL EXAMPLES



EXTERNAL EXAMPLES

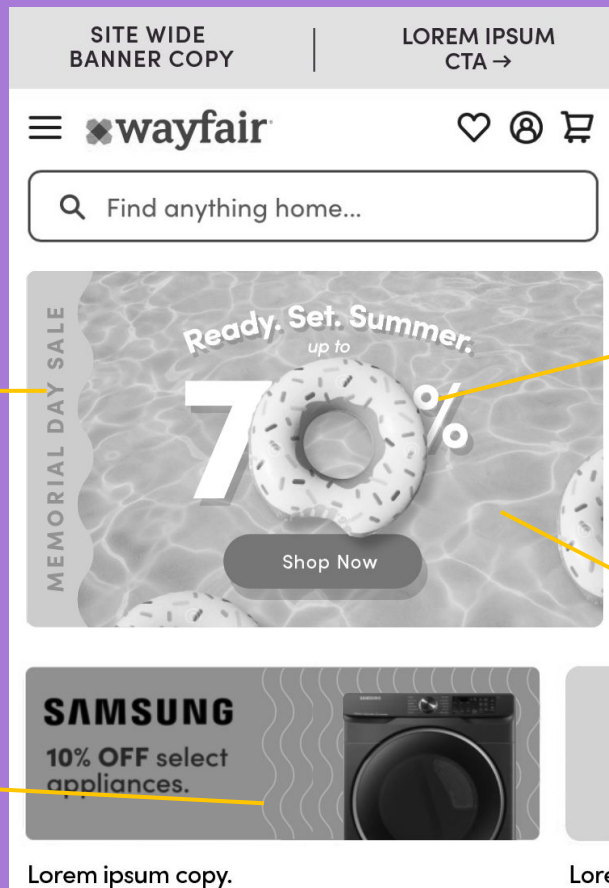


T-1 Major Shopping Holiday

Drum up customer interest for industry-wide shopping holidays in a fun and seasonal way.

Dependant on the sale, Titles may not be as primary if shoppers are already aware of the day (e.g. 4th of July)

Secondary graphics may be used to reinforce the themes more subtly.



Fun and thematically relevant concepting would be used to catch the eye (this is just an example concept).

- Seasonal texture may be used as BG (like grass or water).
- Add levity by using seasonal products to highlight the VP though motion.

Photography and illustration may be utilized more in this tier to highlight the theme - but are always minimal to keep focus on messaging the hierarchy.

T-1 L&F Examples

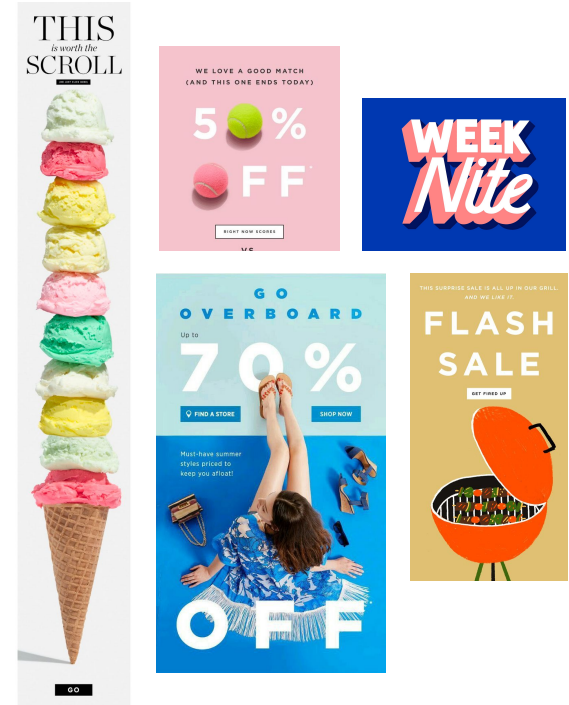
Elements

- Color is focused on the louder tones within the current seasonal palette.
- H/Ls have some customization to bring the theme to life.
- Motion is utilized only on HP and other top-of-funnel assets.
- Photography and illustration may be used to highlight the theme and add fun visual interest but should be an accent/secondary element

INTERNAL EXAMPLES



EXTERNAL EXAMPLES

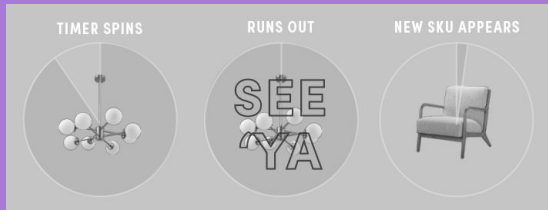


L&F HP MOCKS (themes/concepts are all for example only but reflect the summer seasonal themes)

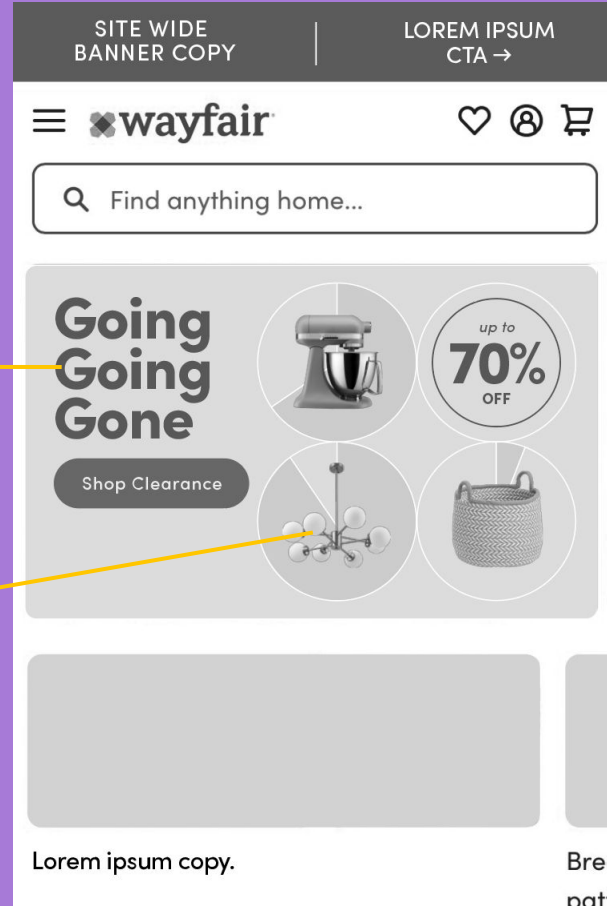
T-2 Monthly Clearance

Dial up urgency in playful and punchy ways with graphic, SKU silos, and copy elements.

Standard HL formatting and Layout help to keep these from being too loud. We need to save our loudest layouts for bigger sales events.



Each SKU could have a mock timer and a "sold out" note that appears once it runs out to indicate urgency. The cards would then flip showing new products with new timers.



T-2 L&F Examples

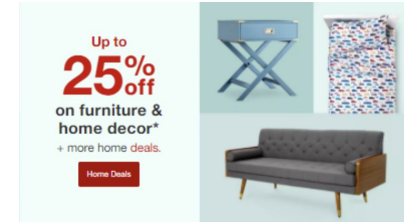
Elements

- Seasonal colors with a red tone as the main accent
- HLs don't use custom type.
- Motion may be used to bring the concept and theme to life on top-of-funnel assets.
- Minimal imagery and illustration should be utilized.

INTERNAL EXAMPLES



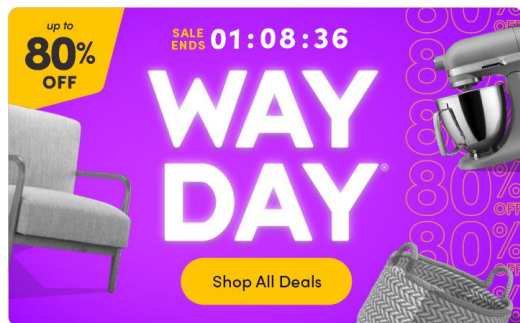
EXTERNAL EXAMPLES



Color Volume

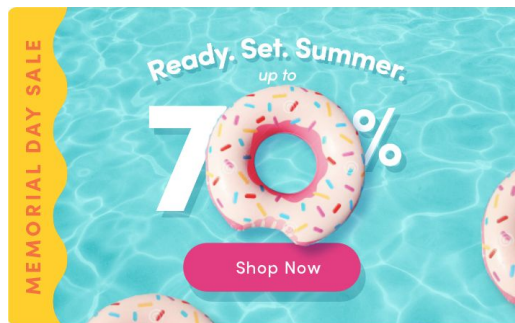
(themes/concepts are all for example only and reflect the summer seasonal palette)

T-0 MAX



- Uses high contrast and very vibrant colors to create our loudest palettes
- Colors are a mix of amped up Wayfair evergreen and seasonal accents
- Red may be included in the palette but isn't required as these colors are shouting loud enough without it.

T-1 LOUDER



- Uses a vibrant collection of colors from the relevant seasonal palette
- Warm tones and seasonally relevant shades of red used to emphasize "sale"

T-2 LOUD



- Red is used generously to indicate urgency and deals, and is paired with warm, mostly monochromatic, tones.
- Minor updates across the BG colors would be made to make sure this template stays seasonally relevant and consistent with overall site experience

Design Volume

T-0 MAX



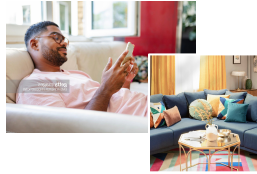
Crafted and Bold HL Treatment



High energy motion used on all channels



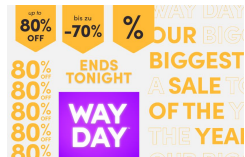
All Urgency Graphics Available and Used



Dedicated 2D and 3D Support



Gamification & Experiential Surprises



Full GLOBAL Toolkit

T-1 LOUDER



Custom HL Type Optional



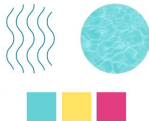
Motion optional on HLs and simple BG elements



Urgency Graphics Used Sparingly



Limited 2D and 3D Imagery Support, (Look for overlap with other shoots)



Basic Graphics Package

T-2 LOUD

Fully Templated Graphics Package



Standard HL Type



Simple HP Motion Only



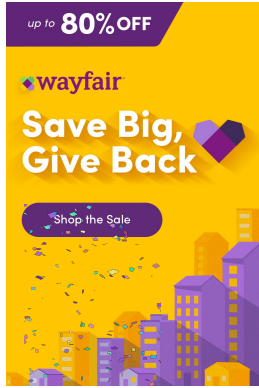
Time-themed Motion

Templated Urgency Graphics

Copy Volume

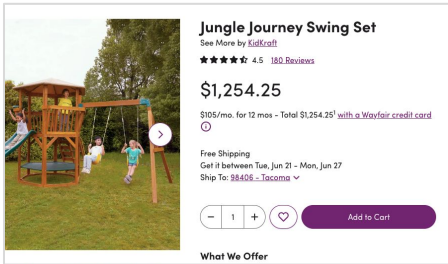
T-0 MAX	T-1 LOUDER	T-2 LOUD
<p>Our BIGGEST and BEST deals of the year!</p> <p>Spoiler Alert: You won't see discounts like this again in 2022.</p> <p>Better shop now (like, <i>right now</i>) if you want up to 80% OFF.</p>	<p>Generic</p> <p>Prices so good, you can afford to get obsessed.</p> <p>Seasonal</p> <p>Goodbye summer... and helloo clearance!</p> <p>Prices are falling fast. Rake 'em up while you can.</p> <p>Mid-winter deals (that won't freeze your budget).</p>	<p>This sale is going, going, (almost) gone.</p> <p>Hey, ::tap, tap:: the sale is ending in 12 hours.</p> <p>You know how the weekends always go by too fast? This sale is like that.</p>

Gamification & Experiential



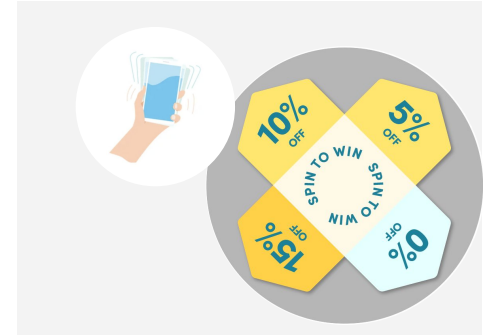
Site Delights

Confetti streaming from key features or bursting from the Add to Cart button when you press can help create more energy around the actions leading to checkout.



Retail Store Activations

Large attention grabbing sculptures and augmented reality experiences bring the sale to life with in the retail space and can help create a seamless bridge between the digital and in-store promotion.



Spin to Win

Shake your phone to spin the pinwheel and win discounts. Gives customers an extra incentive to shop and is a digital way to engages them in a physical sense.



email@webst.com

--> SPIN IT

Channel Exploration

*(themes/concepts are all for example only
but reflect the summer seasonal palette)*

Promo Landing Page

Current Experience

OPPORTUNITIES

- Minimal deals or options available at-a-glance
- Doesn't help customers quickly find the best deals or preferred categories
- Graphic & copy heavy designs make the customer work to learn what's in the sale, become repetitive quickly and don't reinforced the themes and narratives around the sale.
- Inconsistent experiences across platforms (desktop, mobile, app)

CURRENT EXPERIENCE

Home / Sales



Shop Furniture



Shop Decor & Finishing Touches



Promo Landing Page

by Tier

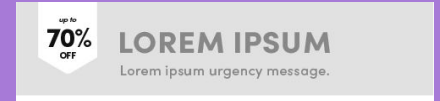
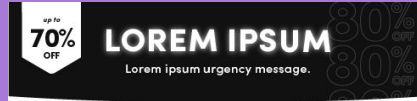
T0

T1

T2

Header

- Simple repeat of the main sale messages for any one who landed without context.



Top Filter

- Ability to filter at the top by what matters to customers.
 - T0 > Best deals
 - T1 & 2 > Relevant Departments

OUR BIGGEST DEALS Search by Department ▾



Deals By Department All Departments ▾



Deals By Department All Departments ▾



Deal Cards

- Always use image and icon to guide the customer's attention
 - T0 - Punchy Product Silos
 - T1 - Lifestyle Imagery & Themes
 - T2 - Templatized Icons

SHOP FURNITURE



Upgrade Your Outdoor Seating



Top Categories



Peaking Above-The-Fold

- Highlights relevant features of the deal
 - T0 > Flash Deals or Doorbusters
 - T1 > Thematic Video Link or Wayfair on air content
 - T2 > Urgency Deals

ENDING SOON



Patio Essentials



Almost Sold Out



Email

Current Experience

OPPORTUNITIES

- Different layouts to fit the varied strategy of tiers
- Have an opinion of categories or deals we wish to showcase first
- Focused sections allow copy to inject levity and storytelling
- Have a strategic, nuanced approach while still being very promotional

T 0

WAY DAY OUR LOWEST PRICES OF THE YEAR

Warehouse Clearance: 65% OFF \$19.99

Lighting: 35% OFF 65% OFF

KORBER: 70% OFF \$350

Power Tools: 85% OFF \$85

Paints & Staining: 90% OFF \$90

Office Furniture: 85% OFF \$85

Home Appliances: 65% OFF 80% OFF

EVERYTHING SHIPS FREE

Tools: 80% OFF \$12.99

Paints: \$14.99

Home Appliances: 50% OFF \$9.99

Lighting: 65% OFF 60% OFF

70% OFF \$70 OFF (FREE)

Paints: 65% OFF 50% OFF

Small Appliances: 25% OFF

WAY DAY DEALS: \$15

WAREHOUSE CLEAROUT: \$199

Lighting: 40% OFF \$199

Lighting: 60% OFF \$199

Power Tools: 60% OFF \$80

Home Appliances: \$99 50% OFF

Lighting: 50% OFF 50% OFF

Lighting: 60% OFF 60% OFF

Lighting: 70% OFF 70% OFF

Lighting: 50% OFF \$25

Home Appliances: 55% OFF 60% OFF

Lighting: 60% OFF 55% OFF

Home Appliances: \$19.99 60% OFF

Home Appliances: \$19.99 30% OFF

Home Appliances: 45% OFF 20% OFF

Home Appliances: 20% OFF SHOP ALL SALES

T 1

MEMORIAL DAY SALE

Warehouse Clearance: 70% OFF \$199

Lighting: 40% OFF \$199

Lighting: 60% OFF \$199

Power Tools: 60% OFF \$80

Home Appliances: \$99 50% OFF

Lighting: 50% OFF 50% OFF

Lighting: 60% OFF 60% OFF

Lighting: 70% OFF 70% OFF

Lighting: 50% OFF \$25

Home Appliances: 55% OFF 60% OFF

Lighting: 60% OFF 55% OFF

Home Appliances: \$19.99 60% OFF

Home Appliances: \$19.99 30% OFF

Home Appliances: 45% OFF 20% OFF

Home Appliances: 20% OFF SHOP ALL SALES

T 2

2-HOUR CLEARANCE

Warehouse Clearance: 30% OFF \$199

Lighting: 60% OFF \$45

Power Tools: \$40 50% OFF

Home Appliances: 30% OFF 50% OFF

Home Appliances: \$199 \$300

Lighting: 40% OFF 50% OFF

Lighting: \$50 55% OFF

Lighting: 60% OFF \$25

Home Appliances: \$250 50% OFF

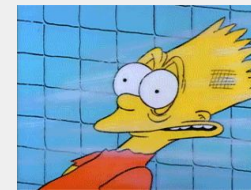
Lighting: 25% OFF 60% OFF

Home Appliances: \$499 \$30

Power Tools: \$100 25% OFF

Power Tools: 50% OFF \$39.99

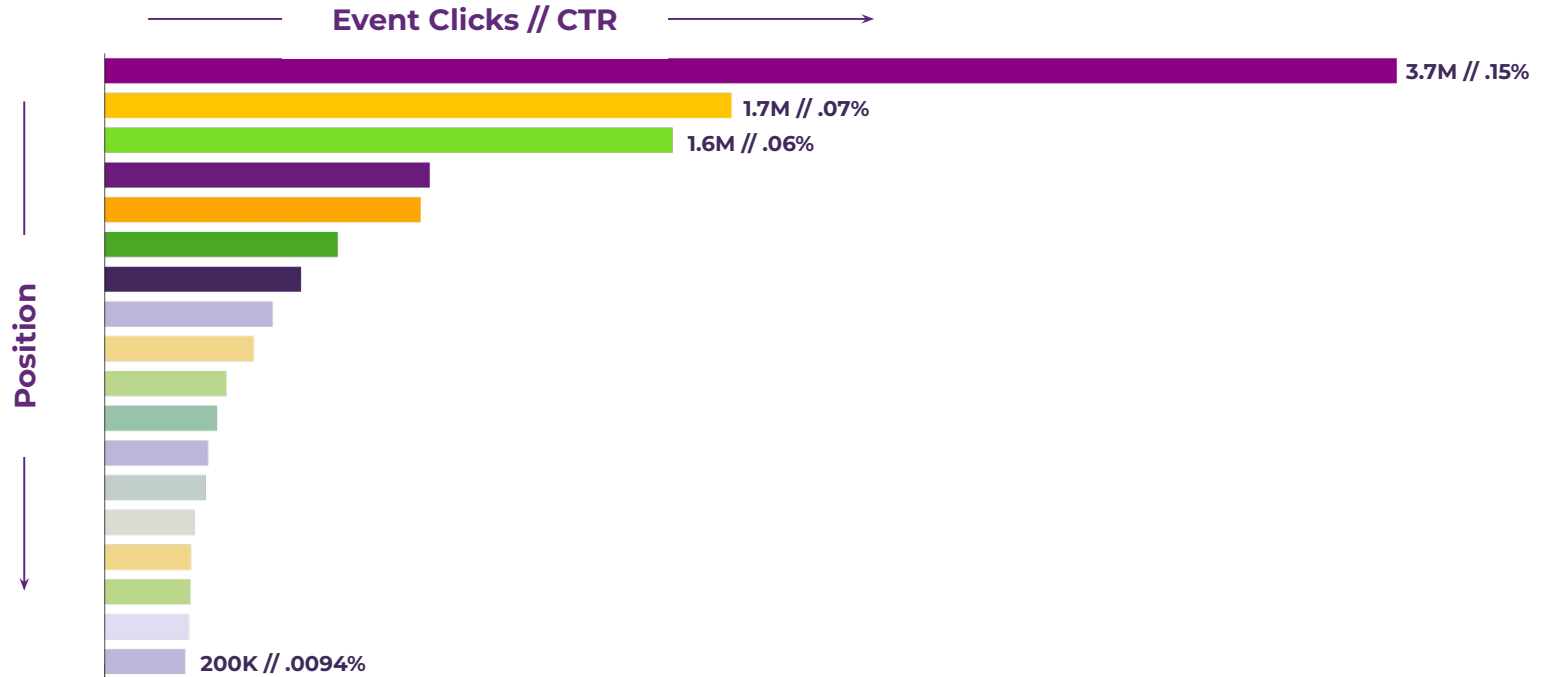
SHOP ALL SALES



Email

Event clicks by position

Data from BAU incremental sends. Not currently directly applicable to promo but we given past data points we can infer a similar drop off



Email Headers

Our current email takeover tops leave little room for additional messaging. By make all email takeover tops 1000px (our current minibahn size) we can provide more context and additional elements for Tier 0s and 1s.

Current Template Email Banner

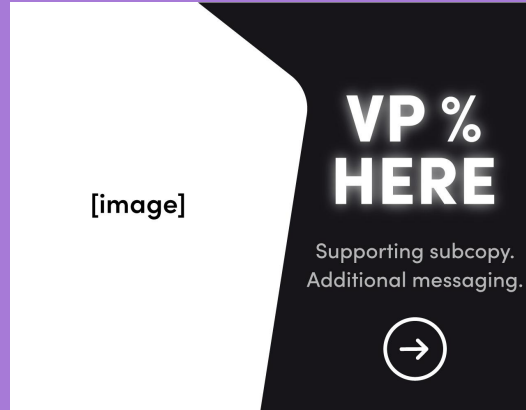


640px

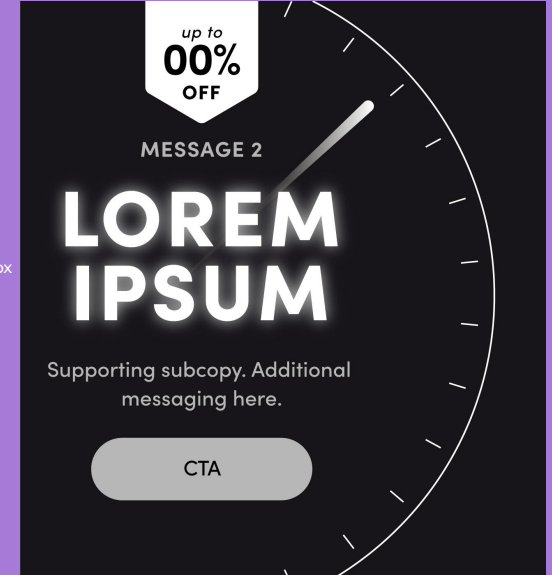
Proposed Email Banners



1000px



1400px



Email Modules

By creating smaller, tailored sections we have the ability to seamlessly mix featured SKUs with broader priority categories (e.g. "Everything for your Backyard BBQ"), which will make the amount of info in promo emails more digestible and shoppable.

Section Header Title >40cc

 up to XX% OFF	 from \$XX.XX	 up to XX% OFF
Category Name 2 Lines	Category Name 2 Lines	Category Name 2 Lines

Section Header Title >40cc

Category Name 2 Lines up to XX% OFF	Category Name 2 Lines up to XX% OFF	Category Name 2 Lines up to XX% OFF
Category Name 2 Lines up to XX% OFF	Category Name 2 Lines up to XX% OFF	Category Name 2 Lines up to XX% OFF

Section Header Title >40cc

Category Name 2 Lines	Cat Name 1 Line	Category Name 2 Lines
Cat Name 1 Line	Category Name 2 Lines	Cat Name 1 Line
Category Name 2 Lines	Cat Name 1 Line	Category Name 2 Lines
Cat Name 1 Line	Category Name 2 Lines	Cat Name 1 Line

Section Header Title >40cc

 up to XX% OFF Category Name 2 Lines	Category Name 2 Lines up to XX% OFF
--	--

Section Header Title >40cc

 up to XX% OFF	 up to XX% OFF	 up to XX% OFF
Category Copy 2 Lines	Category Copy 2 Lines	Category Copy 2 Lines

Section Header Title >40cc

up to 00% OFF	up to 00% OFF
	Category Name 2 Lines
	up to 00% OFF
Category Name 2 Lines	Category Name 2 Lines

Section Header Title >40cc
Lorem ipsum supporting subcopy

	Category Name 2 Lines	Category Name 2 Lines
Category Name 2 Lines	Category Name 2 Lines	Category Name 2 Lines



Section Header Title >40cc

up to 00% OFF	Category Name 2 Lines	Category Name 2 Lines
	Cat Name 1 Line	Cat Name 1 Line
up to 00% OFF	Category Name 2 Lines	Category Name 2 Lines
	Cat Name 1 Line	Cat Name 1 Line

Email



Opportunity to move away from blocky grids and bring in negative space to allow the VPs to truly stand on their own.

Section Header Title >40cc



Cat Name 1 Line

Cat Name 1 Line



Cat Name 1 Line

Cat Name 1 Line

Section Header Title >40cc




Category Name
2 Lines
up to
XX% OFF



Category Name
2 Lines
up to
XX% OFF

Section Header Title >40cc

Category Name
2 Lines
up to
XX% OFF



Category Name
2 Lines
up to
XX% OFF



Email Future State

(themes/imagery are all for layout example only.)

OPPORTUNITIES

- Section header copy can provide narrative, context, and inject levity. Or can stay deals-focused, but the versatility to choose is a big win
- White space provides visual relief and allows the eye to navigate the email.
- Provide some variety in format so sends feel different yet apart of the same sale.



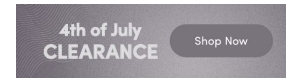
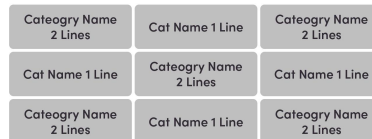
Budget-Friendly Outdoor Updates



Top Picks for Warm Weather



Start-of-Summer Deals



Shop All Sales

Organic Social

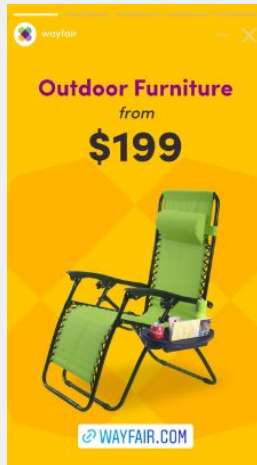
Current Experience

OPPORTUNITIES

- Reduce the amount of graphics and sale messaging in Organic Social assets. (Let Paid Social look like ads and let Organic Social be inspirational.)
- Lock in skus early so we can include them in high-quality lifestyle shoots and reduce the amount of silos used.
- Allow the caption copy to do the heavy lifting to explain what customers are seeing, and emphasize promo time sensitivity.

CURRENT EXPERIENCE

IGS



FB/Twitter



FB/IG Carousels



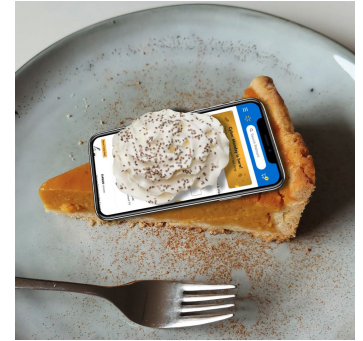
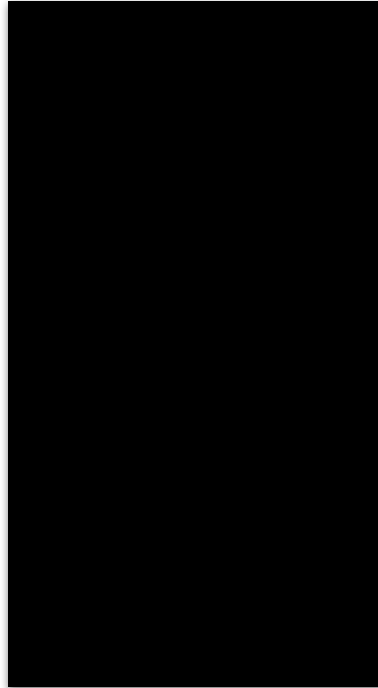
Organic Social

How can we still be promotional?

Use Wayfair spokespeople and new influencers to capitalize on trends and zeitgeist-y moments, or to create new Wayfair-specific content to spark conversation and interest, especially around MSH.

Combine levity with seasonal moments to show that we're relatable. Speak to universal truths and known experiences around major shopping events.

Look to UGC and increase native content to help extend our reach, and continue expanding our audience.



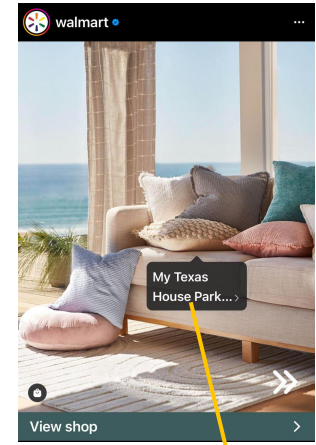
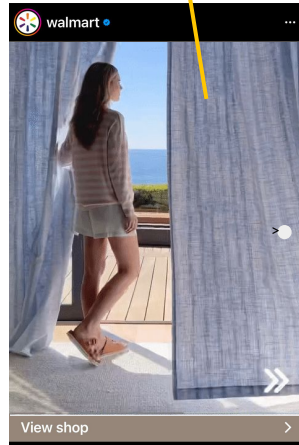
CONCEPT

Organic Social: Help them envision & act immediately.

- Organic social promos can be treated as a helpful, inspirational, actionable shopping guide.
- The opportunity: create a social experience that invites our customer into a vision for their home—the components of which are one click away!
- Instagram is a platform for de-stressing & getting inspired—follow up ads are based on engagement. By delivering compelling content, we're increasing our chances of driving sales via ads further down the funnel.

Here are some examples of how our competitors are treating their IG grid.

The post kicks off with a dreamy lifestyle image



The view shop banner + shopping bag image signals the items are shoppable.

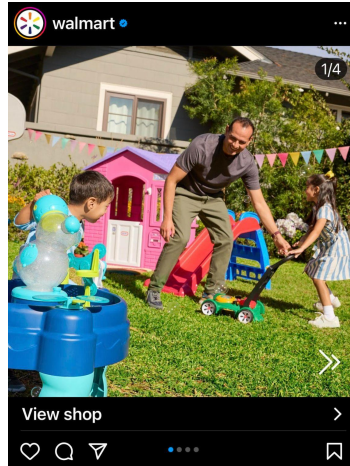
Swipes to shoppable lifestyle images.

After 2 seconds, a clickable info bubble for an item pops up & sends the shopper to a shop page.

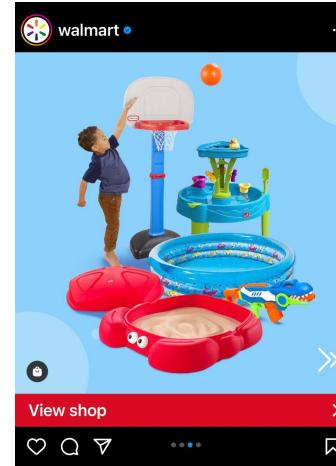
CONCEPT

Organic Social: Big Opportunities

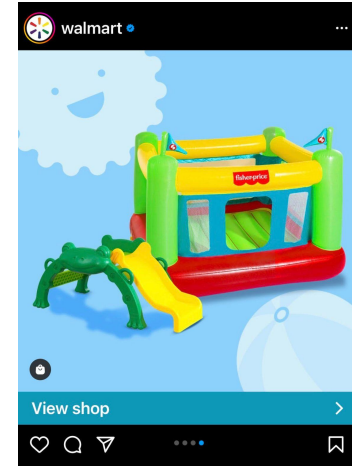
- Attract with a lifestyle image
- Show SKUS as silos with promo-related creative (colors, treatments, etc.).
- Shopping options are very clear.
- A great option for when the skus might not have a corresponding lifestyle image.
- Caption copy can indicate the promo to keep the sale top of mind, without it alienating the customer. Our competitors tend to speak to seasonality.



The post kicks off with a relatable, positive lifestyle image.



Images are in silo + accompanied by themed creative.



Each post tends to show 3 sku slides.

Next Step > Labor Day

Next Step

- Make updates based on feedback.
- Translate into concepting and production of our Labor Day T-1 and C5 T-0 promotions.

End Goal

- Develop promo final guidelines and principles
- Develop new working templates