



Back to School 2022

Creative R3
July 13, 2022

Campaign Overview

WHAT WE ARE LOOKING TO DO

- Create a relevant onsite shopping experience for our customer during the back to school season with a one month targeted channel campaign.

WHY ARE WE DOING IT

- Back to School is a major retail shopping moment, and we are particularly well positioned to serve Back to Dorm needs in addition to Back to School needs (at-home offices and storage solutions).
- We have an opportunity to deliver a product assortment at a particularly relevant time for the consumer and establish that Wayfair has something for every life stage and moment!

HOW DO WE DO IT

- Through a targeted channel campaign (Homepage, Email, Org Social, Pinterest).
- Flex Landing Page refresh

TL;DR	
Type of Campaign	Targeted Category Campaign
Markets	WFNA Only
Flight Dates	August 1 - 31
Broadcast (Yes or No)	No
Value Proposition Primary/Secondary	Selection , Value

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

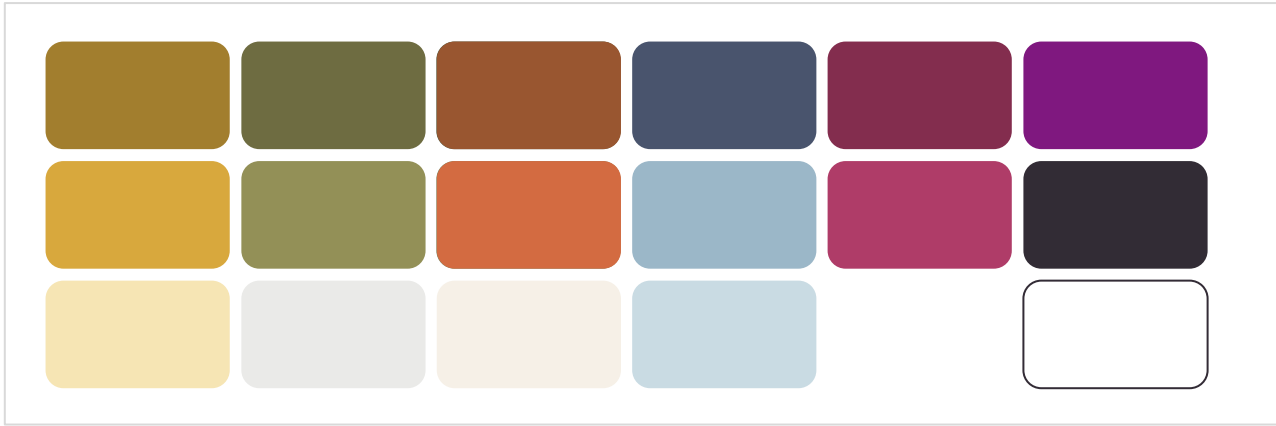
With our **variety of styles, deep
selection, and access to financing**,
we help make furnishing dorm rooms
more approachable and attainable.

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.**

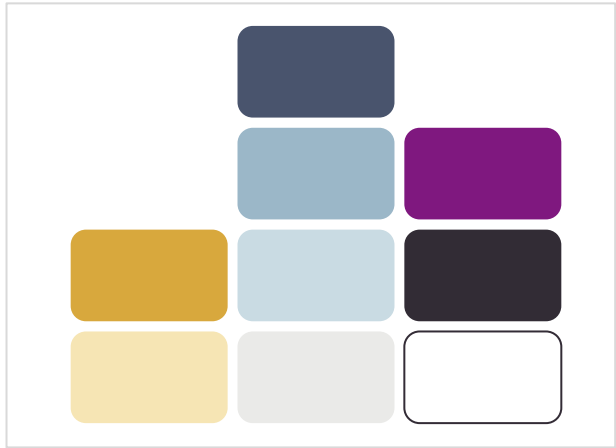
Consumers are **looking for
inspiration and guidance** to land
at the perfect purchase. (72% of
Gen Z will shop from a brand they
follow on social.)

Back to College Campaign
Fall Color Palette Reference

Fall



Colors for BTS



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. Wayfair's curated college collection that helps you design your "*that's so me*" space – at parent-approved prices.

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

With Wayfair as your destination for all things dorm, the future is brighter than ever.

Thoughtful • Inspiring • Helpful

Homepage Messaging

EB: College Prep

HL: Destination Dorm

SUB: Everything you need for your big adventure –
at A+ prices.

CTA: Shop Now

Landing Page Sections

Must Haves for Move-In

Design the dorm of your dreams with durable essentials.

Classes: Bins, Baskets, Hampers, Sheets

Outfits, Organized

Save on functional storage that won't cramp 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

Little touches + big payoffs = just-right space.

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

Destination Dorm
HP Heroes

Galactic Hero *Desktop & Mobile*

Creative Approach

Leveraging subcopy on both desktop and mobile to infuse brand levity and further convey our back to school sale messaging

Utilizing a 'graph paper' treatment background to nod to the school season.

Animation would be on the slower side and could showcase priority skus coming on/off the creative similar to a conveyor belt effect.

By showing different styles of the same class, we will highlight the breadth and depth of our selection.

Desktop

COLLEGE PREP

DESTINATION DORM

Everything you need for your big adventure - at A+ prices.

Shop Now

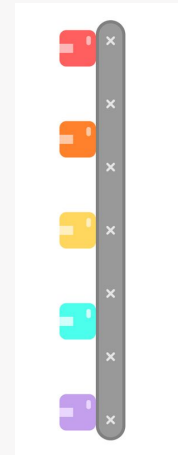
Mobile

COLLEGE PREP

DESTINATION DORM

Everything you need for your big adventure - at A+ prices.

Shop Now



Homepage Mock

Desktop & Mobile

LHP Asset Copy:

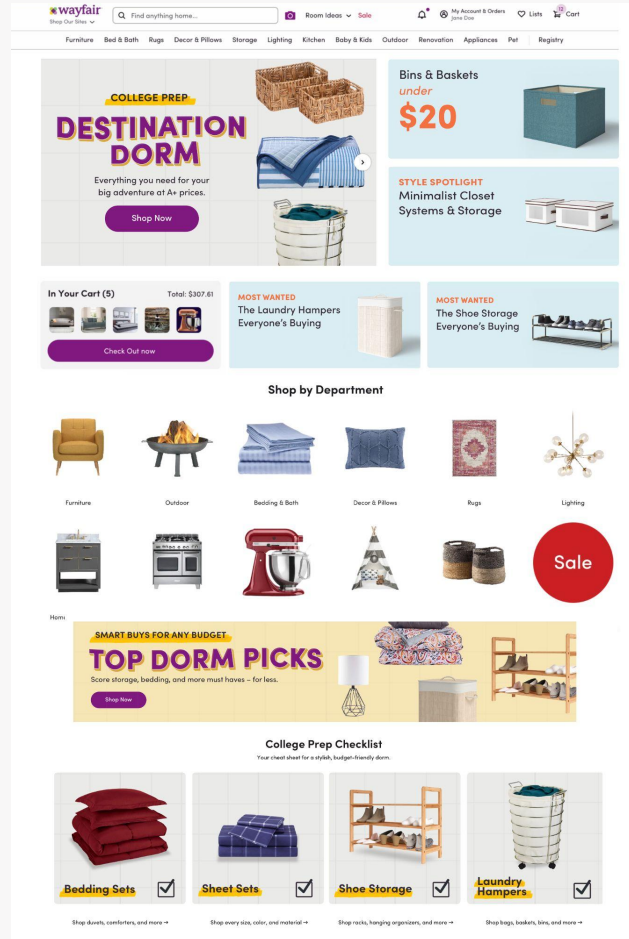
EB: Smart Buys for Any Budget

HL: Top Dorm Picks

Sub: Score storage, bedding, and more must haves – for less.

CTA: Shop Now

Desktop

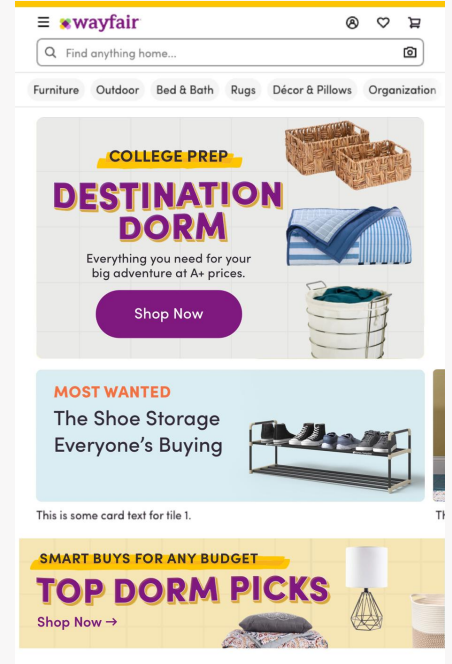


Tiles
(Selection of 6+ classes
that link out to an event)

Lower
homepage

Flex Grid
4-6 Events
To showcase

Mobile



This is some card text for tile 1.

LHP Flex Grid

Rather than driving to the FLP from multiple places on the homepage, these cards would drive to curated SOLR events that include a mix of priority and emerging classes. This puts customers one click from the most popular dorm products.


Overarching Copy

Title: College Prep Checklist

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


College Prep Checklist

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




Bedding Sets ✓

Shop duvets, comforters, and more →




Sheet Sets ✓

Shop every size, color, and material →



Shoe Storage ✓

Shop racks, hanging organizers, and more →



Laundry Hampers ✓

Shop bags, baskets, bins, and more →

Flex Landing Page

Shopping lists for college prep can get long, but by organizing popular items into engaging sections, we will help guide the shopper on their journey and make it easy to find exactly what they need.

Wayfair has a wide selection and unbeatable value on back to school/college needs. We can really lean into the breadth and depth of our offering in the storage & bed/bath space and the everyday value we offer for those products.

Slim Hero

Destination Dorm

Start with the Basics
SUB TK Slim hero header 4x (w/ Description)

Bedding Sets Lorem.	Sheet Sets Lorem.	Laundry Hampers & Baskets Lorem.	Storage Baskets Lorem.
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Product Carousel
Top-Rated Bath Towels
Shop Now

Get Organized
SUB TK Slim hero header 4x (w/ Description)

Shoe Storage Lorem.	Storage Drawers Lorem.	Over-the-door Organizers Lorem.	Clothing & Garment Racks Lorem.
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Get Studying
SUB TK Slim hero header 4x (w/ Description)

Desks Lorem.	Office Chairs Lorem.	Table Lamps Lorem.	Desktop Organizers Lorem.
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Make it Yours
SUB TK Slim hero header 4x (w/ Description)

Throw Pillows Lorem.	Accent Mirrors Lorem.	Wall Art Lorem.	Peel & Stick Wallpaper Lorem.
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Get Inspired/Checklists
SUB TK Slim hero header 4x (w/ Description)

Dorm Room Essentials Checklist Lorem.	Dorm Room Organizing Hacks Lorem.
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IMAGE/SILO
-SPECIFIC CLASSES

WFCC Finance Messaging

Injecting finance messaging within the LHP, email, and organic social to align with the WFCC campaign running 8/15-22 by adding in subtle nods throughout the campaign.

Channel Executions

Email: BTS incremental send #1 as a hero message

Org Social: BTS IG Story #1 and caption copy for post #1

Homepage: LHP running the week of 8/15-22

The screenshot shows the Wayfair homepage with a navigation bar at the top. On the left, there is a 'Shop Departments' dropdown menu. In the center is a search bar with the placeholder text 'Find anything home...'. On the right is a shopping cart icon labeled 'Cart'.

Below the navigation bar are four product category tiles:

- Bins & Baskets Under \$20**: The best way to keep every space organized.
- Closet Systems**: Get storage that adds even more style to your closet.
- Hampers From \$15**: Keep your clothes sorted and off your floor.
- Bathroom Storage**: Store more of your essentials with shelving.

The main promotional banner features a purple and white geometric pattern. It includes a yellow 'LIMITED TIME' badge, the text 'GET COLLEGE-READY AND Earn 5% 10% BACK in Rewards¹ when you use a Wayfair credit card August 15–22.', a purple 'Learn More' button, and an image of a Citi Wayfair credit card. The card displays the Citi and Wayfair logos, a chip, the name 'JANE SMITH', and the Mastercard logo. A validity date 'Valid August 15 - August 22, 2022.' is shown at the bottom right of the card.

Below the banner is a section titled 'Explore our Exclusive Brands' with the subtext 'Bring your vision to life with hand-curated collections, priced just right.' and a purple 'Shop All' button.

At the bottom of the page, there is a row of small product tiles, each with a 'NEW! Only at' or 'Only at' badge.

Channel Concepts

Overview

On social channels, we broaden the notion of back-to-college prep to speak to the products shown and Wayfair itself.

We would ideally like to showcase appropriate college accessories within imagery where we see fit in order to nod to the college consumer (this could mean adding in shoe racks with Dr Marten boots/Converse shoes.)

Editorial

Punchy, encouraging copy is paired with products that are not typically considered for dorms (e.g. peel-and-stick wallpaper). Lifestyle imagery is used to help customers visualize it in their space.

Transactional

Straightforward copy is paired with products that are expected for dorms (e.g. bins, towels, etc.) and presented in fun ways, like through a back-to-school checklist. A more graphic-heavy approach can be used here since these items are most likely already included in shopping lists.

Pinterest

Competitor example creating a checklist - could be a fun idea outlining college prep items

BED BATH & BEYOND

COLLEGE CHECKLIST

Make it cozy, make it styled, and make it yours.

COLLEGE SAVINGS EVENT!
7/16-17

- bedding**
 - Comforters, Quilts & Duvets
 - Twin XL Sheet Sets*
 - Mattress Pads & Toppers
 - Mattress & Pillow Protectors
 - Pillows
 - Throws & Backrests
- bath**
 - Bath Towels/Sheets
 - Hand Towels
 - Washcloths
 - Bath Robe/Shower Wrap
 - Shower Tote/Caddy
 - Vanity Mirror
- decor**
 - Area/Throw Rug
 - Lamps
 - String Lights*
 - Wall Art/Hooks
 - Mirror
 - Tension Rod & Curtain
- health & beauty**
 - Cosmetics/Skin Care
 - Toothbrush/Toothpaste
 - Hair Dryer/Hair Care
 - Shaving Necessities
 - Shampoo/Bodywash
 - Deodorant
- kitchen**
 - Coffee, Soda & Water Maker
 - Blender*
 - Food Storage
 - Dishes, Cups & Utensils
 - Micro-Fridge/Microwave*
 - Water Bottles & Travel Mugs
- desk**
 - Charging Cords & Devices
 - Surge Protector
 - Lap Desk
 - Lounge Chair
 - Organizers
 - Wastebasket & Liners
- laundry & cleaning**
 - Laundry Basket/Hamper
 - Iron/Garment Steamer
 - Laundry Detergent
 - Vacuum
 - Cleaner
 - Lint Roller & Stain Remover
- storage & org**
 - Carts
 - Hangers
 - Shoe Storage/Racks
 - Stacking Drawers
 - Step Stool
 - Underbed Storage
- often forgotten**
 - Batteries
 - Chip Clips
 - Fan
 - First Aid Kit
 - Light Bulbs
 - Umbrella

*check campus guidelines

PACK & HOLD.
shop now, pick up later

THE BB&B APP.
shop faster & easier!

COLLEGE SAVINGS PASS
20% off EVERY time you shop

get your pass & see more

shop bedbathandbeyond.com/college

make it yours

Instagram Mock FPO



Copy Suggestions

Top 5 dorm essentials you absolutely won't regret. Classes: Peel & Stick Wallpaper, Over-the-Door Organizers, etc.

College Prep Checklist: Don't leave home without these essentials.

1. Smart Storage
2. Bedding Basics
3. Etc.

Destination Dorm Incremental Email

Overview

By bringing fun, encouraging copy and engaging section headers into list form including checklists and handwritten checkmarks, we will guide the customer through the experience of furnishing a dorm, without overwhelming them with our selection.

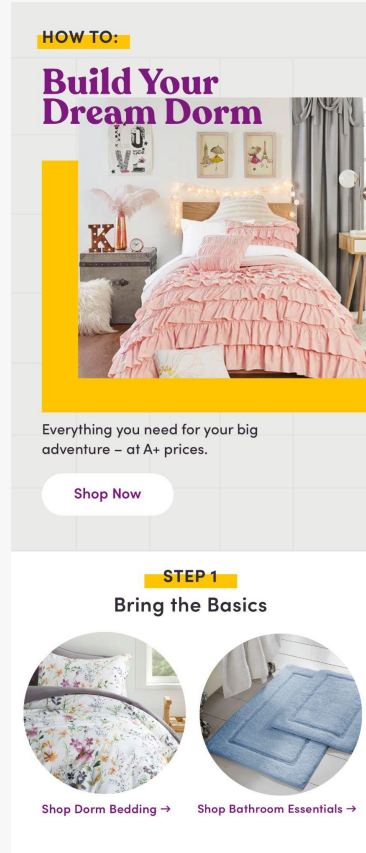
Editorial

The various shopping spaces on the FLP, plus additional focus areas when needed (e.g. Create Your Chill Zone) can be repackaged as “how to” guides or checklists. The intention here is to walk customers through the shopping experience and show them how easy it is to find everything for their dorm.

Transactional

Highlight priority and emerging classes through a shopping “checklist” built on basic knowledge of the most popular move-in items.

Email Mock FPO



HOW TO:

Build Your Dream Dorm

Everything you need for your big adventure – at A+ prices.

[Shop Now](#)

STEP 1
Bring the Basics

[Shop Dorm Bedding →](#) [Shop Bathroom Essentials →](#)

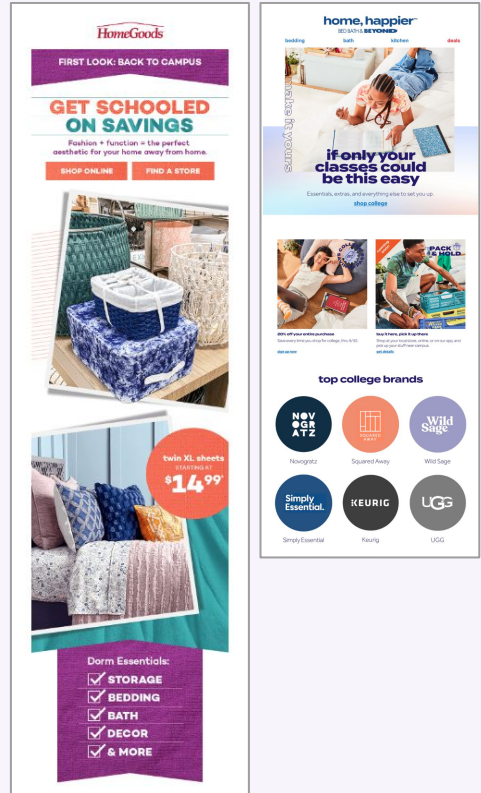
Copy Suggestions - 2 Incremental Sends

How to: Build Your Dream Dorm
Step 1. Bring in the Basics
Step 2. Stock Up on Storage
Step 3. Show Off Your Style
Step 4. Etc. etc.

College Prep Checklist: Don't leave home without these essentials.
1. Smart Storage
2. Bedding Basics
3. A+ Accent Pieces
4. Etc. etc.

Competitor Examples

Competitor example creating guidelines for shopping.



HomeGoods
FIRST LOOK: BACK TO CAMPUS
GET SCHOOLED ON SAVINGS
Fashion + function = the perfect aesthetic for your home away from home.
[SHOP ONLINE](#) [FIND A STORE](#)

home, happier
RECYCLE BEYOND
If only your classes could be this easy.
Essentials, advice, and everything else to set you up.
[shop college](#)

top college brands

- NOV RCH ATZ
- Squared Away
- Wild Sage
- Simply Essential.
- KEURIG
- UGS

Dorm Essentials:
✓ STORAGE
✓ BEDDING
✓ BATH
✓ DECOR
✓ & MORE



Next Steps

1. Incorporating feedback, refining treatments, further channel mocks if needed.