



LUXURY HOME FURNISHINGS

The power of ad frequency in a print model

16%
BMG TOTAL
SALES

\$2M
BMG DRIVEN
2018 SALES

156M
ESTIMATED
IMPRESSIONS

863
TOTAL BMG
PURCHASES

WHY: DRIVE TRAFFIC TO LOCAL DFW LOCATIONS

National luxury home furnishings store wanted to increase their local DFW presence by marketing high-end home items to niche wealthy consumer audiences through the power of ad frequency via Belo Media Group's (BMG) ROP products.

Goals were two-fold:

- Increase local brand awareness in DFW of luxury home furnishings store through high-impact print advertising showcasing products via minimalist advertising.
- Drive in-store traffic to all DFW locations by tracking and matching customers to subscribers of BMG products.

INCREASE LOCAL AWARENESS & CONVERT DFW CONSUMERS VIA PRINT ADVERTISING

- On average, a customer needs to be exposed to an advertisement at least seven times to recall any brand or take an action. This luxury home furnishings store accomplished that goal in a little over two weeks by running at least **three advertisements** weekly with BMG.
- The average pass-through rate of TDMN is nearly **1M circulation**, coupled with high frequency advertising, this was a strategic opportunity to create awareness and drive traffic to this leading luxury home furniture store in DFW.
- Throughout 2018, this luxury home furnishings store had nearly **\$14M** in revenue and over **\$2M of that revenue was generated by BMG**.
- The client attributed **16 percent** of customers being BMG subscribers.
- All advertisements included minimal design and niche marketing messaging focused on seasonality. Ads were focused on highlighting high end products with location information to drive traffic. The strategy was to let the high quality pieces speak for themselves, while rotating products dependent on styles or types of furniture.

KEY TAKEAWAYS: WHAT WE LEARNED

The power of ad frequency and reach was the key strategy behind this year long campaign. The revenue success was directly correlated to number of frequent advertisements that were placed in the paper. The BMG print audience is the most educated, influential, and affluent people in DFW, which was a perfect fit for this luxury brand.