



red ENVELOPE®

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Category Analysis

According to the some research sources the market is changing rapidly and dramatically. To save money and time customers are buying gifts over internet websites rather than going to the store nowadays. In 2008 the Internet was the second most popular choice to shop for gifts, because of its convenience, unique and often exclusive offers. The number of traditional specialty gift stores is declining, and the remaining ones have expanded their offering by adding jewelry, fashion accessories, music, personal care products, and other related items popular with boutique shoppers.

The RedEnvelope **Website** offers a reliable and experienced online store available 24/7 with easy access and its simplicity of use. The online catalog offers easy and convenient navigation with themed menus that allow users to quickly find the perfect unique gift. Their primary focus is on providing high quality merchandise and excellent customer service.

Competitor Overview

	Expertly crafted home furnishings and home decor. Designed for the modern home, our indoor and outdoor furniture and accessories enhance your way of life.
	Pottery Barn Kids provides casual furnishings and textiles designed to delight and inspire the imagination.
	Premier specialty retailer of home furnishings and gourmet cookware.
	Horchow offers unique decorative items from around the world.
	The Neiman Marcus Group has stayed focused on serving the unique needs of the luxury market.
	Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes

	<p>Offers unique services and products to upscale american households.</p>
<p>Crate&Barrel</p>	<p>Crate and Barrel strives to be a middleman for distinctive and unique imported home décor and accessories</p>
	<p>EBay is the world's largest online marketplace, where practically anyone can buy and sell practically anything</p>
	<p>Harry & David gourmet foods and fresh fruit gifts are a popular choice for birthday gifts, holiday gifts, and corporate gifts – any special occasion</p>

Consumer Trends

The target demographic is mostly female (66% - 70 %), young adults and adults (35 -55), Caucasian, affluent: 70 -75 K+, upscale homeowners HH income 100K+, graduate and postgraduates. The buyers are tech savvy and enjoy the experience of purchasing both online and through the catalog.

Customers are looking for high quality unique and exclusive gifts with very little effort for any occasion (birthdays, graduation, holidays, family events, etc.) knowing it will be delivered with class and style.

The trend among consumers nowadays is to purchase more gifts, but smaller. Potential customer with a very busy lifestyle, in today's economically challenged market is looking for something unique but reasonably priced; memorable but affordable gifts with a specific meaning.

More and more unique gift shoppers make their purchases online through their websites, which has become one of the most important vehicles to sell their merchandise.

Total Value Proposition

Red envelopes are mainly presented at social and family gatherings such as Chinese weddings or holidays. The red color of the envelope symbolizes good luck and is suppose to ward off evil spirits.

“RedEnvelope” is a customer oriented company and website. Their offering is stylish home decor, gift, apparel, accessories, and general merchandise to their customers, both online and through the catalog. Products include jewelry, home décor, baby gifts, plants, flowers, food and more.

Four divisions offer a “**FIRST-CLASS**” gift-giving experience — for both giver and recipient.



They provide highest quality, exclusive gifting options you won't find anywhere else with diverse gift monogramming and personalization options.

The website was specifically redesigned few times to provide an easier, more pleasant and more successful shopping experience.

- Offer unique and distinct gift items
- Highest quality
- Subtle and thoughtful message with a gift and Thank You notes
- Signature red Gift Box with a white bow.
- Monogramming and Personalization
- One-Stop-Shop
- Product information inserts
- 24/7 Call Center
- /Online Chat
- Flexible and affordable delivery options
- Date specific delivery
- Convenience of ordering and monitoring the merchandise in real -time
- Free option shipping
- Gift Advice via Live Chat or call

Creative Brief

“RedEnvelope” represents e-commerce, B2C and D2C, which reaches about 184k and is one of the 10k mostly, visited websites. Strong brand identity, relationship enhancing experience for recipient, accessible and convenient for customer.

- **Why Are We Advertising?**

We are advertising “RedEnvelope” to introduce and to create national recognition for the business, to drive new customers to the website, and to create “needs and wants” for the merchandise offered by “RedEnvelope”.

- **Who Are We Talking To?**

This campaign will be aimed mostly towards the unique gift shoppers, females, adults (35-55), with the income 100K+.

- **What Do They Currently Think?**

Most of the stores and websites don't offer unique gifts; if they do the gifts are either bad quality or very expensive.

- **What Would We Like Them to Think?**

In today's economically challenged market the consumer is in control.”RedEnvelope” is the best way to purchase a high quality and still reasonably priced unique gift. The website offers sophisticated unique gifts and exquisite customer service. The Best One-Stop –Shop for every occasion including corporate gifting.

- **What is the single most persuasive idea we can convey?**

“It Is a Joy to Give; It Is a Joy to Receive”.

- **Why should they believe it**

The company exists successfully since 1997, and it is one of the 10.000 most visited websites.

- **Are There Any Creative Guidelines?**

“RedEnvelope “offers thoughtful, memorable and unique experience of giving and receiving personalized gifts.

“From thoughtful to playful, sentimental to just a little bit silly, we've got a wide range of memorable birthday gifts for everyone.”

IT IS A JOY TO GIVE
IT IS A JOY TO RECEIVE



“FROM THOUGHTFUL TO PLAYFUL,
SENTIMENTAL TO JUST A LITTLE BIT SILLY, WE’VE
GOT A WIDE RANGE OF MEMORABLE GIFTS FOR
EVERYONE ON YOUR LIST.”

30% OFF
all orders

red ENVELOPE®

“Unique gifts of exceptional quality to celebrate a new beginning, to thank a colleague, to honor family, to connect with a loved one, to commend successes, to mark passages, to give a little encouragement and to affirm a friendship — or just because it's a joy to give.”

Enter Promo Code: **JOY25**

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Media Ideas

Customers' positive impression starts with a clear value proposition in the form of a persuasive and unique promise. The uniqueness, exquisite offer and services of RedEnvelope are the company's true value proposition. By fulfilling the promise through a valuable website, and trustworthy business practices, RedEnvelope can reach out to new customers, as well as to continue building customers' loyalty, and strong reputation through social media vehicles like: Facebook, Twitter, Polyvore, and individual blogs and e-mails. To continue building strong relationship and loyalty with the existing and potential customers the company should look for many alternatives to advertise the brand and specific seasonal promotions like sales, free shipping, free monogramming/ personalizing , and free gift with the purchase. The promotions should be advertised in all social media networks, local and national magazines, radio stations and TV stations. With a specific code mentioned in the advertisements, and/or commercials and cross – promotions the customer can receive a specific seasonal discount or gift.

- Internet - Search Engine Optimizations sponsored option
- Facebook
- Twitter
- LinkedIn
- RSS Feeds
- MySpace
- YouTube
- Text messaging
- Polyvore
- iVillage
- Individual blogs
- Individual e-mails
- Radio stations including Satellite
- National TV Stations – programs dedicated to cooking, styling, designing and decorating as well as specific programs like “Extra, Extra”, “Hollywood Access”, “The View”, “Inside Edition”.
- Magazines : Martha’s Stuart Living, Real Simple, Better Homes and Garden, Oprah, InStyle,