



A Brand Strategy

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THE CATEGORY

The Flower Lady falls somewhere between the shopping and specialty product category depending on the needs of the customers. If a customer is just buying a bunch of flowers to decorate their home or as a gift, it falls into the shopping category. However, if they are picking a florist for special occasions like weddings, it falls in the specialty category. It can also occasionally fall into the unsought products category as a lot of their business comes from doing flower arrangements for funerals.

THE ENVIRONMENT

The floral industry is constantly changing according to the latest bridal and lifestyle trends. Online shopping has led to an increase in competition which makes it hard for the neighborhood florist to prosper. Customers are much more informed and picky when it comes to purchasing flowers. They research online and look for a florist that reflects their personal aesthetic. Creative visual merchandising and a visually appealing social media is key.

Current floral trends online and in-store are moving towards femininity, minimalism, and elegance. Most popular florists take product pictures against clean, white backgrounds that focus on beautiful arrangements. Their fonts and logos look classy and elegant and their window displays are very creative and on-trend. They have an air of exclusivity and look expensive.

According to the Canadian Florist Business Forum, florists are also focusing on sustainability through the 'farm to vase' movement. They are implementing measures like using 'biodegradable containers, sourcing locally whenever possible, and implementing a vase exchange program.' All of these things increase brand value in the eyes of the conscious consumer.

THE BRAND

The Flower Lady is a floral studio in Wolseley. It was operating as a Grower Direct franchise for the last 20 years before going independent three years back. Since, it has been around for a while, customers know that it is a trustworthy brand when it comes to quality and freshness. They re-do arrangements free of charge in case the customer is dissatisfied, which is rare, and personally make deliveries. A lot of their customers are regulars who come back because they like the product.

The Flower Lady is a neighbourhood florist. The store feels warm and welcoming. It prides itself on high-quality floral arrangements and strong customer service. Debbie, the owner makes the customers feel really comfortable and the regulars often come into the store to chat to her.

According to Debbie, a majority of their sales is from walk-ins and funeral arrangements. They occasionally do weddings once in a while, but they do not have enough market awareness when it comes to that.

THE TARGET

The Flower Lady's current target audience is married couples or partners between the ages of 35 to 60. They are home-owners with an average income of around \$75,000 to \$100,000 and live in Wolseley or Portage Avenue. They frequently drop in to buy flowers to decorate the home or as gifts for birthdays and anniversaries. They are settled and have kids in school or university. They are saving up for big purchases and retirement and are price-conscious. They take a vacation to Mexico or the United States once every couple of years with family and friends. They occasionally shop online but prefer the in-store experience of browsing and looking at things before they buy them.

The Flower Lady's potential target audience are older millennials between the ages of 25 to 35. They are in relationships although not necessarily serious ones right now. They are either in the last stages of post-secondary education or working full-time. They like to purchase flowers for their significant others and also for their apartments or condos. They love to travel to exotic destinations like Amsterdam and Thailand. They like designs that are different and eye-catching. They have a lower annual income of around \$30,000 to \$50,000 but don't mind spending money on things they like every once-in-a-while. Some of them might be engaged and looking for a florist for their wedding or engagement parties.

THE COMPETITION

Direct Competitors

Safeway and other similar grocery stores have a floral department where customers can buy floral arrangements.

Academy Florist is a floral boutique that offers high-quality floral arrangements in Winnipeg. It has a large social media following and a high-end storefront which makes it a big competitor for online orders and on social media.

Kings Florist is another florist located within a 15-minute walking distance. Besides being extremely close, they also have a better visual merchandising.

Indirect Competitors

Terrariums and plants are trending on social media right now and stores like Verde Plant Design offer customers an alternate option which appeal to them as they last longer than flowers do.

Decadence Chocolates is a local, chocolate shop that offers potential customers an alternative gifting option in the same area.

Customers who buy flowers might also go to a gift shop like Hallmark instead. Hallmark sells cards and gift items and is usually located inside a mall which makes it more accessible.

Marketing Communications

Safeway does not have exclusive accounts for its Winnipeg stores on social media but a common Canada Safeway account. They rely heavily on marketing through flyers which contain details about prices and promotions. They also have a floral section on their website where visitors can place an order online.

Kings Florist has a website, Facebook Page (224 likes, 223 followers), and is listed on Yelp. Its website offers online shopping facility and sales promotions like ‘Deal of the Day’ and free same-day delivery. They offer discounts on special occasions like Mother’s Day. They are affiliated with industry organizations like Teleflora Florists & FTD Florists. They use e-mail database marketing through MailChimp which has led to an increase in sales.

Academy Florist use a lot of social media for marketing. They are very active on Facebook (2828 likes) and Instagram (27.9K followers) and post daily. They also have accounts on Pinterest (818 followers) and Twitter (2230 followers) which are updated less often. They have listings on Yelp and Google and come up as the first page when you search for ‘Winnipeg Florists’ on Google. They are listed in a lot of wedding planning websites and were voted Winnipeg’s Best Florist on a poll in the Winnipeg Sun in 2014. They have also made a strategic partnership with RBC Convention Centre Winnipeg and are their preferred floral partner.

Social Media

Company	Facebook	Instagram	Twitter	Pinterest
Safeway	Likes: N/A Activity: N/A Engagement: N/A	Followers: N/A Activity: N/A Engagement: N/A	Likes: N/A Activity: N/A Engagement: N/A	Likes: N/A Activity: N/A Engagement: N/A
Kings Florist	Likes: 224 Activity: Average Engagement: Average	Followers: 21 Activity: Low Engagement: Low	Likes: N/A Activity: N/A Engagement: N/A	Followers: N/A Activity: N/A Engagement: N/A
Academy Florist	Likes: 2828 Activity: High Engagement: Average	Followers: 27.9K Activity: High Engagement: High	Likes: 2230 Activity: Average Engagement: Low	Followers: 818 Activity: Average Engagement: Average
The Flower Lady	Likes: 450 Activity: Average Engagement: Low	Followers: 289 Activity: Average Engagement: Average	Likes: N/A Activity: N/A Engagement: N/A	Followers: N/A Activity: N/A Engagement: N/A

Sales Promotions

Company	Discounts	Contests	Specials	Other
Safeway	Yes	No	Yes	Weekly flyers
Kings Florist	Yes	No	Yes	No
Academy Florist	No	No	Yes	Strategic partners
The Flower Lady	No	Yes	No	No

Website

Company	Design	Function	Online Delivery	Google Rating
Safeway	Fair	Good	Available	Low
Kings Florist	Fair	Good	Available	Average
Academy Florist	Excellent	Excellent	Available	High
The Flower Lady	Fair	Fair	Available	High

Marketing Mix

Safeway is the biggest competition for The Flower Lady in terms of price and place. It has several branches with an in-house floral section. It has high walk-in traffic since a lot of customers who walk in to buy groceries end up browsing the floral department. Since it is such a large chain, it can purchase in bulk and price its product lower. However, it does not offer the level of personalized customer service and quality of product that The Flower Lady does.

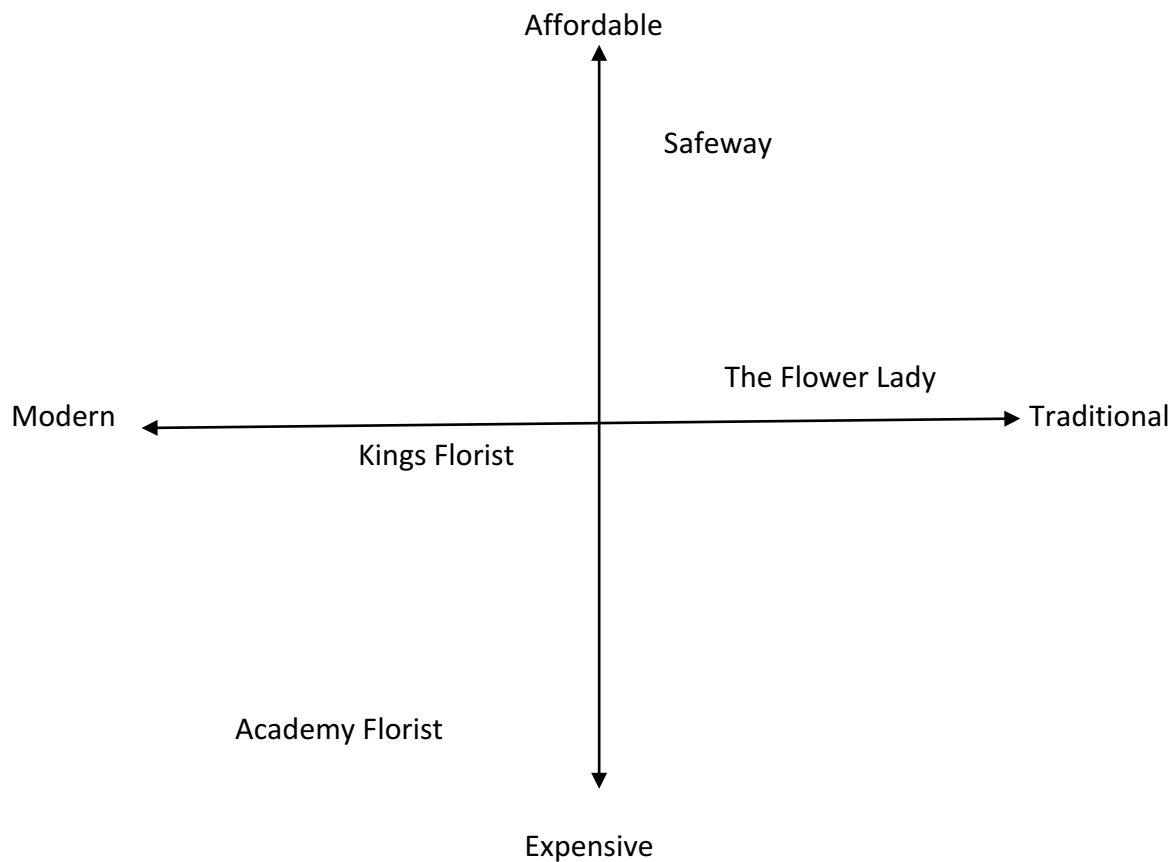
Academy Florist offers high-quality product but is also expensive in comparison to The Flower Lady. However, it also offers personalized service. It is located on Corydon Avenue – a busy area and gets a lot of foot traffic. It is The Flower Lady's biggest completion in terms of promotion as their website and social media accounts are well curated.

Kings Florist is The Flower Lady's biggest competition in terms of location because it is in the same area. They do not have a lot of following on social media although they have increased sales since they started database marketing. They also have more sales promotions like discounts and Mother's Day and Valentine's Day promotions.

Competitive Goals

Safeway is trying to achieve the highest volume of sales since they have the highest traffic. They target people looking for a quick, easy, and affordable way to shop similar to the 'Grab and Go' concept. Academy Florist caters to the trendy, sophisticated, high-end shopper who doesn't mind spending a little extra for better quality. Kings Florist is the closest to The Flower Lady in terms of completion. They cater to a similar market and are in the same price range. I will try to differentiate The Flower Lady from them in terms of higher quality of service, better design, and better social media promotion.

Positioning



Conclusions

It is very tough for The Flower Lady to compete with retail giant like Safeway in terms of pricing. However, with better website design and functionality, frequent and strategic social media posting, and appropriate branding, it is possible to get more online and foot traffic to the store. The Flower Lady offers good quality products and customer service. They want to be seen as a friendly and welcoming store and I can brand their online accounts to reflect that. The Flower

Lady could also capitalize on the opportunity to partner with local venues and event planners as a floral partner.

Current floral trends are moving towards minimalistic and elegant designs. Customers are going online to order flowers and an aesthetic easy-to-use website is key. The Flower Lady must curate its social media and website to make it visually appealing and on-trend.

MARKETING AUDIT

Most of their marketing is word-of-mouth and through Google search results. Their website is dated and they do not know how to operate it fully. They do not run sales promotions or pay for social media marketing. The store is run by two older ladies who are aware of the potential but do not know how to use digital marketing to increase awareness and sales.

They have a website which offers online shopping and delivery. They have 450 likes on their Facebook page and 289 followers on Instagram. They have a poster up in the store asking people to follow them on Instagram but not on Facebook.

The Flower Lady has outdoor signage with the name of the store and a window display. The window display had a couple of arrangements on it and you could see the sales counter from the outside. It also had the phone number for delivery on it. The store is on the smaller side but I think that they can make better use of the space. It is a little crowded now and the flowers get lost in other products.

They had an article from when they were featured in name magazine up near the counter. They also placed a few thank you notes and cards they had received from customers which was a nice touch. They have an in-store contest where customers can drop their business card into a bowl. The Flower Lady is supposed to pick a winner every month to give out a free floral arrangement to but they haven't picked a winner since the last couple of months. They also have a poster up to let people know that they are fair-trade florists.

BUSINESS AND MARKETING GOALS

The Flower Lady needs to update its brand to appeal to the Older Millennial target audience with a higher spending power. They already have a good number of people who come to them for funeral arrangements and buying flowers for gifting. They need to increase their market share when it comes to weddings and online shopping.

We also need to reposition their online and in-store brand to look more modern and appeal to that target audience. They have some good things going for them when it comes to creating high-quality product and customer service. We need to make sure that comes across when people walk into the store and when they visit their website and social media handles.

APPENDIX

Business Name: The Flower Lady

939 Portage Ave. Winnipeg, MP R3G 0P9

Website: <http://www.theflowerlady.ca/>

Facebook: <https://www.facebook.com/pg/TheFlowerLadyWinnipeg/>

Instagram: https://www.instagram.com/theflowerlady_wpg/

I looked at a lot of online floral magazines to find out what the current floral trends are. Some of the magazines I looked at are listed below.

<https://canadianfloristmag.com/canadian-florist-business-forum-assembles-design-financial-and-technology-experts/>

<http://www.floristsreview.com/table-contents-september-2017-vol-208-no-9/>

<https://oasisfloralproducts.com/Ideas/floral-trends-can-help-sell-flowers/>

I also visited the competitor location and looked at the social media handles and websites.

Academy Florist

<https://www.academy-florists.com>

Kings Florist

<https://www.internationalflower.info>

Safeway

<https://www.safeway.ca/whats-in-store/floral>

PART TWO: BRAND PLATFORM RECOMMENDATIONS

Section A

VALUE SYSTEMS

Vision

Add beauty and colour to people's lives.

Mission

To make every occasion for Winnipeegers with fresh and beautiful floral arrangements.

Core Values

- Always deliver high-quality and fair-trade flowers
- Go beyond small talk
- Design arrangements that are as fresh as the flowers are
- Listen to feedback
- Don't just say we care, really care

Culture

The Flower Lady feels more like home than work. It's warm and welcoming. There is always time for some coffee and conversation. In fact, you are encouraged to talk and laugh while you work. Customers walk in but stay for a while. They don't just pick a bouquet but pick the perfect bouquet. Each delivery is personalized. We don't just leave the flowers with your neighbour or at your door. We deliver gifts like we mean it.

PERSONA

The Lover

The Lover sees beauty in everything. She is romantic yet playful. She values relationships more than partnerships. She cares deeply and is always there to listen. She is hopeful and thinks that there is always a chance that things might change.

Goal: To have and create for others an experience that they will always remember

Strategy: To attract as many people as possible to their beauty

Fear: Not getting enough love and attention back

Voice: Charming, visual, descriptive, and emotional

Evokes: Awe and passion

KEY MESSAGES

Value Proposition

The Flower Lady is the only florist in Winnipeg that cares about their customers. They deliver the best flowers to them because their customers deserve the best.

Brand Position

There are many florists in Winnipeg right now. The Flower Lady must emerge as a challenger to rise above the competition. It has the experience, the products, and the values. It needs to find a channel to communicate those things and make people aware of them.

BRAND STYLE AND IDENTITY

The Flower Lady's online presence should reflect their product and values. Since, their product is associated with beauty and femininity, their style should reflect that in their fonts and images. The store also has a very warm and engaging feel to it. It's casual and fun. Their copy should be easy to understand yet descriptive. It should evoke emotion and a vision in the customers' minds. Their logo and pictures should be beautiful to look at and make you want to stay back for a while.

BRAND STORY

The Flower Lady is your neighbourhood flower shop. The kind of shop where there's always people talking and coffee in the pot and a smile on your face. The kind of shop which always smells like fresh flowers and chocolate.

Life's busy. And, messy. Sometimes you forget that birthday or anniversary. Sometimes you don't have time to clean the house. A bouquet of flowers can make it all better. Come into The Flower Lady and buy a bouquet that makes that special someone feel special. Celebrate the big moments. Celebrate the small moments. Breath deep. Stop and smell the roses.

Tagline

Making simple moments special.

SECTION B

FOUNDATIONAL MARKETING TOOLS

New logo

The logo is the face of the brand. The Flower Lady needs a new logo to depict its brand personality. The current logo is a cartoon graphic which makes viewers associate it as an amateur brand. It needs a logo that's classy yet fun to attract the older millennial audience with a higher spending power.

Social media communications strategy

The Flower Lady's main problem is that its brand personality is not being reflected on its social media. They need a new logo to attract their audience's attention, beautiful pictures to retain their attention, and persuasive copy to get them to the website or in-store. Flowers are a very visual product. So, the social media pictures are their main selling point and Instagram is the best platform for that. They need to create a social media communications strategy that streamlines their visuals by using the same quality of pictures, filters, fonts that communicate their brand. Then, we need to make sure that same vision carries over across all their platforms to the website and their Facebook Page. Once, the online brand is established, we can organize an online give-away or contest to make our target audience's aware of The Flower Lady and turn them into customers.

Revamp website

The website looks a little dated and crowded. A minimalistic and simple design is needed to reflect the brand's online personality. We can attract a lot more people to the website by updating the design, using the right keywords, using a more feminine font, and changing the logo. We need to take product pictures which have clean, natural background and a romantic filter. A blog section will offer a personal touch where we talk about in-store experiences and stories will communicate our tone. We also need to integrate the social media handles with the website to make it look more on-brand and professional.

Partnership with Local Organizations

The Flower Lady has not made any strategic partnerships. We can approach hotels, wedding venues, and funeral homes in Winnipeg and offer to partner with them. We can give them a discounted rate and a promise of quality and service in exchange for referrals.

MARKETING TOOL SAMPLES

All the pictures have been taken from The Flower Lady's permission from their Facebook Page.

New logo

The new logo is cleaner, more elegant, and attractive. It draws attention and makes you think of a florist you would want to go to for your special occasions.



Instagram sample

The sample Instagram page removes the clutter and has a more unified feel to it. There is minimal text to let the pictures do the talking.

