



MID-ATLANTIC MINUTE

A Newsletter From Your Ashley
Marketing Specialists

MARCH MARKETING IDEAS

INTERNATIONAL WOMEN'S DAY, MAR 8th

Mother-Daughter Event

- Women only.
- Women get an extra 15% off
- First 100 women receive a free throw blanket just for stopping by, additional coupons handed out at the door.

DAYLIGHT SAVINGS, MAR 9th

Watch Out for This Sale

- So big we're staying open an extra hour every day this weekend!

Smart watch, watch or clock with purchase

Beat the Clock sale

- Beats by Dre for the first 36 customers to spend \$999 or more

Daylight Savings Event

- Doors remain open an extra hour all weekend

ST. PATRICK'S DAY, MAR 17th

Luck of the Draw

- Have a pot of gold envelopes for a customer to randomly choose from when making their purchase, inside envelopes are gift cards to local restaurants, the store, % off their purchase, etc.

Go Green, Get Green

- Stop in the store wearing green and gets a percentage off your purchase

Got Green?

- Instant cash back on orders
- \$500 to get \$50, \$1000 to get \$120, \$1500 to get \$180.

Lucky You Sales Event

- No need to be Irish, today is your lucky day anyway!
- Have all products and packages end in a 7 or 77

Lucky Charms

- Kids and adults are welcome
- Free personal sized boxes of Lucky Charms all weekend
- Generate hype with social media and private golden ticket mailers
- Perfect time to get social, take pictures!



SPRING BEGINS, MAR 20th

Annual Spring Clearance Sale

- Keep it simple, red tags must go!
- Up to ___% off
- Free broom to all customers, limited time only.

Tax Relief Event

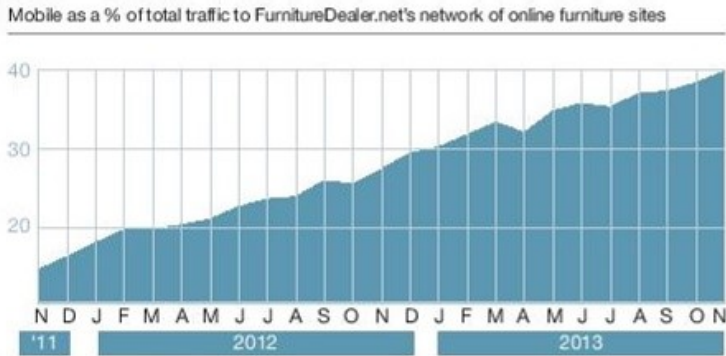
- We pay your sales tax, minimum purchase \$999

MARCH MADNESS, MAR 16th—APR 7th

March Madness Event

- Shoot for extra savings
- Free basketball to the first 50 customers every weekend
- TV with purchase, \$999 or more

Online traffic via mobile devices continues to grow. Forty percent of online shoppers to FurnitureDealer.net’s network of websites came via mobile devices in November. That’s a significant increase, 26 percentage points, from just two years ago when mobile traffic on the furniture sites accounted for 14% during the same month.



Source: Furnituredealer.net

Furniture sites are not the only ones being visited through a mobile device. On Cyber Monday, all mobile sales increased 55% over last year, to reach 17% of total online sales for the popular Internet shopping day, according to IBM Digital Analytics.

The most-shopped holiday weekend this year was President’s Day. The weekends leading up to Labor Day, Martin Luther King Jr.’s birthday, and Veteran’s Day; as well as the weekend after Thanksgiving, all contributed to making those the top five most-shopped holiday weekends for furniture this year.

The most-shopped day was the Sunday before President’s Day.

2013's MOST-SHOPPED HOLIDAY WEEKENDS

Based on the number of visitors to FurnitureDealer.net's network of online furniture sites

January 1, 2013 - December 5, 2013	
1. President's weekend	Feb. 16, 17, 18
2. Labor Day weekend	Aug. 31, Sept. 1, 2
3. Martin Luther King Jr. Day weekend	Jan. 19, 20, 21
4. Thanksgiving weekend	Nov. 29, 30, Dec. 1
5. Veteran's Day weekend	Nov. 9, 10, 11

Source: Furnituredealer.net



Dressed beds have higher perceived value, than the same mattresses left undressed, according to a consumer study commissioned by Colonial

LLC. The study also found that how a bed is dressed has a significant impact on the consumer in terms of appeal, perceived quality and the consumer’s willingness to stop and take a look at the bed.

In this national study, the same undressed mattress was shown to hundreds of consumers across the country, and then dressed in dozens of top-of-bed styles, colors and designs.

For example, the study found that one bed, dressed with three pillows and a foot protector, was perceived by consumers to be worth 27% more than the same bed without those appointments. It added \$186 to the bed’s perceived value. And the consumers’ appeal rating for the dressed bed rose 25% while the quality perception jumped by 68%.

“This study demonstrates conclusively that well designed top-of-bed displays will boost the perceived value of a mattress and add to its perception of higher quality,” said Mark Hobson, Colonial’s president. Poorly-designed displays, however, can reduce the bed’s perceived value.

Finding furniture pets won't destroy

can be a challenge for pet owners. “We didn’t choose the lovely white sofa that I wanted. No! We chose a rich dark brown leather couch,” said Sydney Masters, who shares a flat in Manhattan with her husband and their West Highland Terrier. Sydney Masters’ dog has white fur. But he loves to play and dig in the mud, so his paws often are brown. And that was a factor in Masters’ choice of sofa.

Here are some factors customers might consider when buying furniture.

Leather

Many dog owners report that leather works well as a pooch-proof alternative to fabric. “It’s that kind of glossed leather that repels water and dirt,” Masters says. Angus tends to stay off the sofa because the leather surface is “not as comfy or warm as other places and it’s a little slippery.” If he does occasionally sit on it, Masters says the dirt is easily wiped off.

But leather might not work for households with cats, who may damage it with their claws, according to the American Humane Association’s chief veterinary adviser Dr. Patricia Olson. Owners of dog breeds that habitually dig or scratch might also think twice about leather.

Microfiber

In addition to leaving scratch marks on leather, cat claws can destroy fabric upholstery. Some cat owners say that microfiber, a synthetic, velvety suede-like material, is a good alternative. It’s smoother and less appealing to cats than knits or woven fabric they can sink their claws into. And fur — from dogs or cats — is easily removed from microfiber with a vacuum, lint roller or cloth. Microfiber can also be spot-cleaned.

Fabric

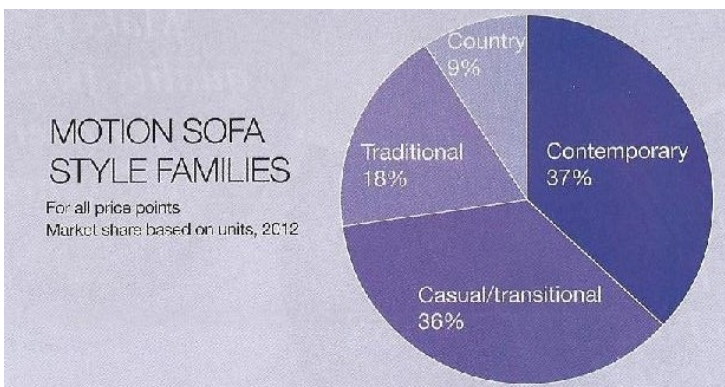
Texture and design matter when choosing furniture. Some folks don’t like the feel of leather (too cold) or microfiber (too synthetic) compared to fabric. Fabric-covered sofas and chairs also come in the widest range of colors and patterns, offering more choices for home decor.

Jay Jeffers of the Jeffers Design Group in San Francisco says: “I would always suggest a fabric with a small pattern or texture — a herringbone pattern or small check creates a great disguise.”

Furniture shoppers may also want fabric that is similar in color to their pet’s fur, so that it can act as a disguise.



Motion Designs: Report shows motion furniture now appeals to everyone



MOTION SOFA STYLE BY PRICE POINTS
Market share based on units, 2012

	Low \$799 and below	Middle \$800 to \$1,399	Upper middle \$1,400 to \$2,199	High \$2,200 and above
Contemporary	28%	30%	38%	53%
Casual/transitional	54%	40%	30%	22%
Traditional	10%	21%	21%	16%
Country	7%	9%	11%	9%
Other styles	1%	<1%	<1%	<1%

Source: Furniture/Today Upholstery Fabric and Style Survey, 2013

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Are you appealing to all five senses? Sales and marketing has always been about communications. But of the 5 senses we use to communicate, the sense of smell has yet to be incorporated effectively into the selling process at retail.

"Scent marketing" or "aroma marketing" is becoming a multi-million dollar business, used by such brands as Mercedes, Nike, Sony and Victoria's Secret. Scent marketing has been proven to increase the time consumers spend in an area of a store ("dwell time") and increase both total sales and the average transaction size.

The subtle power of "aroma" or "scent" marketing into the mattress sales process will encourage mattress shoppers to:

1. Stay longer in the showroom
2. Dwell longer on the mattress product
3. Feel more comfortable with the process

Selecting the right scent can add extra appeal to the brand or product selected. It can also provide the stress relieving benefits well known in the aromatherapy world. It's even possible to create a custom scent for your brand.



NEXT
MONTH'S
PREVIEW:

APR

3-15 AX THE TAX SALE

17-28 CUSTOMER APPRECIATION

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			