

# SCHAFE SHEEP

# BRANDING & MARKETING

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## Problem

Profilia

- reputable B2B furniture company
- wants to enter B2C but low brand awareness among consumers

## Motivation

- Develop a new brand identity
- Market to a new demographic
- Increase brand recognition
- Propose long-term campaign

## Uniqueness of the Approach

### Branding

- Brand Name - Schafe Sheep
- Tagline - No more counting sheep with Schafe Sheep
- Brand Personality & Voice - Casual, playful, knowledgeable, quality

### Marketing Development

- Product - Mattress, pillow
- Price - Premium
- Place - Mall, website
- Promotion - Personal selling, social media marketing, email marketing
- Packaging - Recycable cupboard box

### STP Strategy

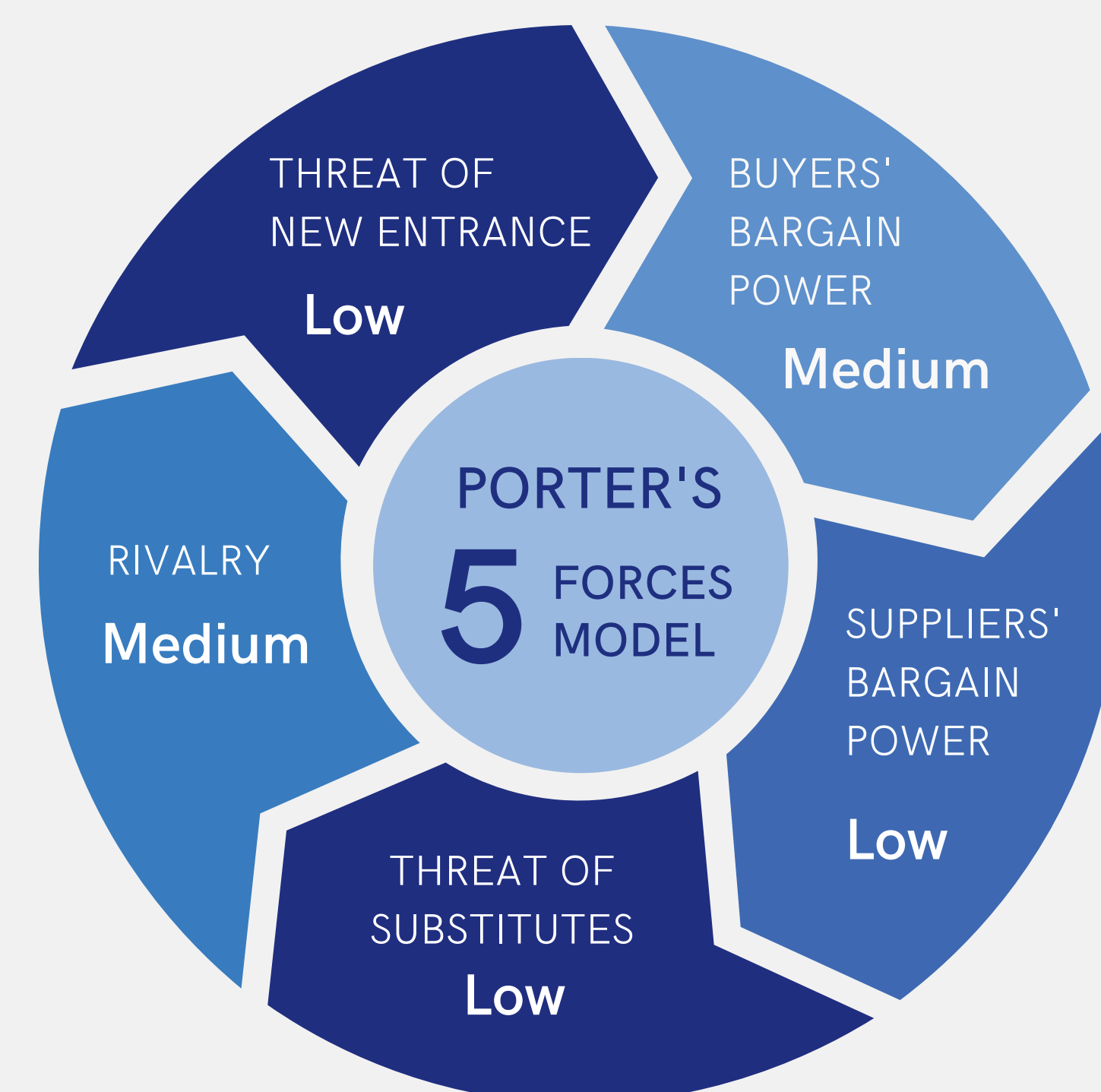
- Combined market segments strategy - Aged 24-44, high income, quality of life
- Value-based positioning

### IMC Strategy

- Theme - No more counting sheep with Schafe Sheep
- Objective - To create brand awareness
- Info Source - Search engine, social media, WOM
- Strategies - Digital ad, OOH media

## Background & Related Work

- S Strengths**
  - High-quality furniture
  - Strong distribution channels serving B2B partners
- W Weaknesses**
  - Lack of marketing efforts
  - "Cheap" impression
- O Opportunities**
  - Improving living standards
  - More willing to pay for luxury, quality and sustainability
- T Threats**
  - Intense competition of international brands



## Brand Positoning Map

Bed & Mattress Market



## Results & Contributions

1,360,000

Estimated income in year 1 (HKD, rounded)

10,000

Page visits per month

20%

Sales conversion rate