

LIFE IMAGERY

TOUCHPOINT

Application of Ad:

1. Celebration

Touch Point: Champagne cork

Life Imagery: Opened bottle of Champagne on the counter, two half-full flutes, WineSteward with one empty slot

Dacor Product: Epicure WineSteward

2. Sweet Dream

Touch Point: Chocolate chips

Life Imagery: Child's hand reaching for a cookie on a cookie sheet

Dacor Product: Millennia Wall Oven, Cookie Sheets, Measuring Cups, Measuring Spoons

3. Have a Slice

Touch Point: Slice of pizza

Life Imagery: Pizza cooling on baking stone on counter

Dacor Product: Epicure Range, Baking Stone, Slide Rack, Signature Gourmet Cookware

Variable color examples

Inspired By Life's Moments

Moist turkey. No wishing necessary. The ultimate in style and performance, Dacor delivers exceptional results for each meal.

800.793.0093
www.dacor.com/UniqueURL

dacor
The Life of the Kitchen.®

:: DACOR

Dacor is a leader in the luxury market for high-end kitchen appliances. The Dacor brand and its products are recognized for its sleek look and feel, design and functionality. Dacor has heavily relied on its dealer network to build the consumer connection and break through the clutter from its major competitors including Thermador and Viking.

GOALS:

- Build a connection between the brand and the consumer
- Increase loyalty and buyer validation into the Dacor family
- Distinguish the brand attributes through distinct messaging and creative
- Increase brand recognition and market share

PROCESS AND STRATEGY:

Our extensive process included a thorough competitive product, campaign and communication analysis on making the consumer connection, profiling the primary and secondary markets, formal research and review on buying behaviors and key decision indicators within the luxury kitchen market and a secret shopper excursion. Taking into consideration our findings and outcomes, Copia Creative prepared a range of strategic and creative solutions that ranged from the dealer level to the consumer connection and incorporated point of purchase displays and a series of strategic initiatives ranging from public relations, interactive and media.

CREATIVE SOLUTIONS:

Copia Creative developed a new business for Dacor complete with naming, branding and strategy. Everything Dacor became the business entity to expand the reach from appliances to all things Dacor, including accessories and complementary products. The business is designed to be both a marketing vehicle and new revenue stream. Starting with a low risk, high benefit solution, Copia Creative mapped out an online purchasing program and marketing campaign including inbox promotion, direct mail and print and online media. We positioned Everything Dacor to serve the dealer and the consumer with the following:

1

	DAKOR	VEIKING	THERMADOR	WOLF
Number of Brands	10	10	10	10
Number of Models	10	10	10	10
Number of Features	10	10	10	10
Number of Options	10	10	10	10
Number of Accessories	10	10	10	10
Number of Cookbooks	10	10	10	10
Number of Recipes	10	10	10	10
Number of Videos	10	10	10	10
Number of Websites	10	10	10	10
Number of Social Media	10	10	10	10
Number of Press Releases	10	10	10	10
Number of Trade Shows	10	10	10	10
Number of Dealer Events	10	10	10	10
Number of Customer Events	10	10	10	10
Number of Community Events	10	10	10	10
Number of Industry Events	10	10	10	10
Number of National Events	10	10	10	10
Number of International Events	10	10	10	10
Number of Global Events	10	10	10	10
Number of World Events	10	10	10	10
Number of Universe Events	10	10	10	10
Number of Multiverse Events	10	10	10	10
Number of Omniverse Events	10	10	10	10
Number of Everything Events	10	10	10	10

Measure effectiveness and impact of marketing initiatives by tracking impressions, leads, warranty information, surveys, and customer feedback

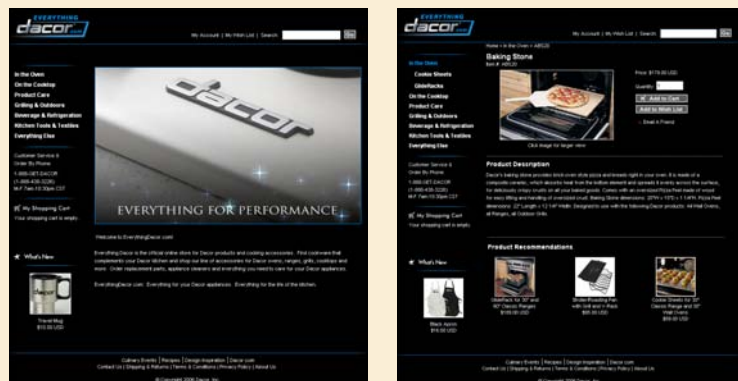
Trending the results of marketing efforts against key performance indicators (KPIs), such as sales revenue, is integral to measuring the business impact and refining strategy based on actual results

2

1: Client presentation demonstrating competition analysis, recommended POP displays from our results of the secret shopper experience, and ROI trending analysis diagram to align on monitoring and measures for success

2: Creative and production management were called for to set design and photoshoot the featured grill

1



2



3



In developing a sub-brand and new business entity, our strategically crafted messages combined with stylized animation highlighted key attributes with an appeal to Dacor's luxury market.

- 1: www.everythingdacor.com CC Shopping and original design were integral in developing the new business entity and ecommerce store for Everything Dacor.
- 2: Our package, product brochure and recipe cards are designed to introduce and promote Everything Dacor.
- 3: Corporate newsletter was designed to align all Dacor affiliates on new products, enforce value statement and position Dacor as a trendsetter.

DEALER: Online tool to help in the sales process without needing to hold inventory for accessories and allowing them to login and ship direct to consumer.

CONSUMER: Become part of the Dacor family. Extend our quality of appliances throughout the kitchen and household essentials with the convenience of ordering online from Dacor and shipping direct to you.

Our creative interface included interactive animation to reinforce the Dacor brand and a range of features to highlight the company's image and value.

Our marketing and creative campaign included the following elements:

ACCESSORY CAMPAIGN: Create marketing collateral to introduce the Dacor consumer to the online store with support materials including a consumer accessory catalog, inbox promotion and POP displays.

END USER PROGRAM: Develop a program for the after buy experience. The program included direct to home communications incorporating the warranty database into the process flow.

TIE-INS TO NEW PRODUCT LAUNCHES: Accessories to accompany new product launches and build relationships direct to consumers.

CONSISTENT COMMUNICATIONS: Generate a monthly newsletter highlighting recipes, tips and product highlights based on seasonal consumer interests and Dacor product development.

RESULTS:

Collectively we identified measurable results to track and monitor. Our monthly management includes analysis of traffic, conversions and time spend to recommend and continue to evolve the site content, design and marketing. We have successfully achieved the following:

- Increased channels of direct distribution
- Increased revenue through higher volume of sales
- Increased margins through direct to consumer sales
- Increased brand awareness through exposure of Dacor's accessories
- Developed relationships with consumers, which lends itself to follow through post sales and repeat sales

As our client boasted,
"We're very excited that we have reached our months sales goals in one week!!!"