

For Over 20 Years We've Become The **ONLY** Marketing Company Dedicated To The Success Of The Furniture Industry's **SALES REPS**



**A MARKETING  
RESOURCE FOR SALES  
PROFESSIONALS**

Contact Us At 866-832-3214 or  
email us at [info@imagineadv.com](mailto:info@imagineadv.com)

## WHO WE ARE

*The Largest Full Service Home Furnishing's Marketing Company, Dedicated To The Success Of Furniture Retailers & Their Sales Reps*

- **Servicing Over 3,000 Retailers and Hundreds of Reps**
  - Over its 20-year history, Imagine Advertising has created marketing for over 3,000 retailers and hundreds of reps across North America
- **1 Billion Circulars Printed and Delivered**
  - Over 1 Billion Print Circulars printed and delivered via Newspapers & Valassis shared mail
- **Host and Manage Hundreds of Retail Websites**
  - Designed and currently manage & host hundreds of furniture, rug and mattress Websites for retailers across North America
- **Designed Over 800 In-Store Galleries**
  - Designed and delivered signage to over 800 store-in-store galleries to retailers operating in North America and Internationally

# WHAT WE CAN DO FOR YOU & YOUR RETAILERS



DESIGN



PRINT



ONLINE



MULTIMEDIA



PROMOTIONS



SOCIAL



SIGNAGE

## DESIGN AND PRINT

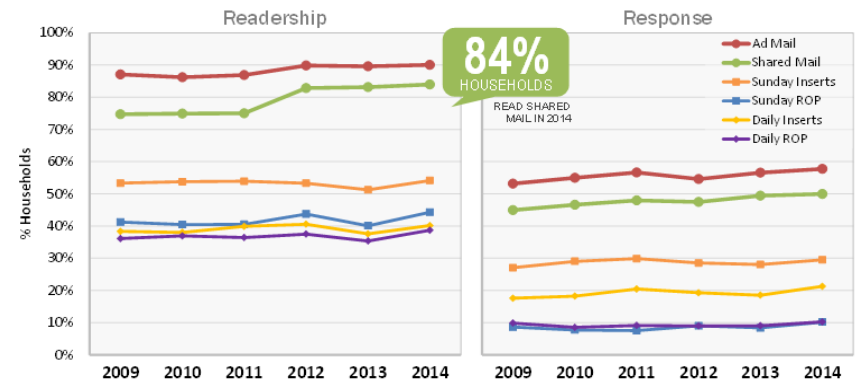
PROMOTE YOUR PRODUCTS TO LOCAL CUSTOMERS

SHOW DEALERS CUSTOM SPEC ADVERTISING FEATURING YOUR BEST SELLERS.

- Direct Mail
- Circulars
- Product Catalogs
- Door Hangers

Based on a 5 year trend, 86% of hh's went through the "ads in the mail" and 44% made a purchase.

**Bought Furniture or Accessories for the Home**



Source: Advertising Readership & Response Tracking Study, TNS Custom Studies, C109-CY14. Newspaper data reflect readership of any local or metro daily/Sunday newspaper in a 7-day period. Base: Approximately 2,925 respondents per year.



Give us a call at 866-832-3214

# MORE PRODUCTS AND MORE PRODUCT DETAILS RESULT IN INCREASED SALES.

## RETAIL SIGNAGE

PROMOTE YOUR PRODUCT AND  
BRAND IN YOUR DEALER'S STORE

- Window Clings
- Tent Cards
- Indoor/Outdoor Banners
- Wall Decals
- Mirror Clings
- Room Dividers
- Wall Logos and Art
- And More!



MOST RETAIL DECISIONS  
ARE MADE AT THE RETAIL SITE

Specifically Planned **33.9%**

Generally Planned **10.6%**

Substituted In Store **3.9%**

Unplanned Purchase **52.6%**

In-Store Influenced **66.1%**



POP delivers  
between  
**2.6 to 45.5%**  
sales lift

# WEBSITES

HELP YOUR DEALERS SELL MORE ONLINE  
*Fully Mobil Responsive*

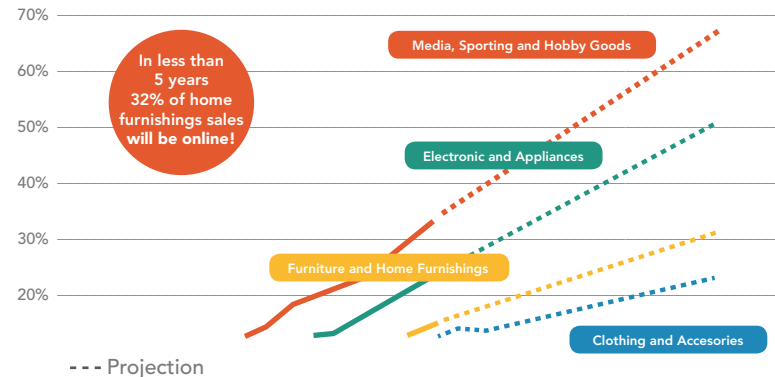
- We offer websites for your retailer loaded with your products. What does this mean for you? You sell more when you get your product in front of online customers.
- eCommerce, mobile-friendly websites for furniture and rug dealers, rent-to-own, mattress stores and manufacturers loaded with product catalogs with over 1.9 millions skus.
- Sites include chat features, wish lists, Bridal registry, Geo-marketing, email, and more online advertising to help promote your products.
- Webinars are an easy way to educate your dealers. Let us help you host a webinar about the critical importance of eCommerce.
- Plus full on-line digital marketing capabilities with our partnership with Netsertive.
- Visit [www.imagineretailer.com](http://www.imagineretailer.com) to see a demo.



## Forbes

E-commerce accounted for 21% of total furniture sales in 2014, and it is forecast to grow to 30% by 2018, according to research firm eMarketer. Recent trends support this forecast. For example, in 2014, sales at Overstock.com, Amazon and Wayfair, the three largest online retailers of furniture, grew by 14.8%, 19.5% and 44.0%, respectively.

PERCENT OF RETAIL SALES ATTRIBUTABLE TO ONLINE IN  
SELECTED MERCHANDISE CATEGORIES (U.S.)



**IMAGINE** Retailer  
Online Selling Solutions .COM

START SELLING MORE  
ONLINE TODAY

*Every new website you help us sell, we'll give you the first month's subscription as a finder's fee*

*We've developed hundreds of successful themed promotions to help you and your retailers drive traffic and sell more. With our locally themed events or participate with one of our national themed events...ALL with market exclusivity for you and your retailer when you participate*

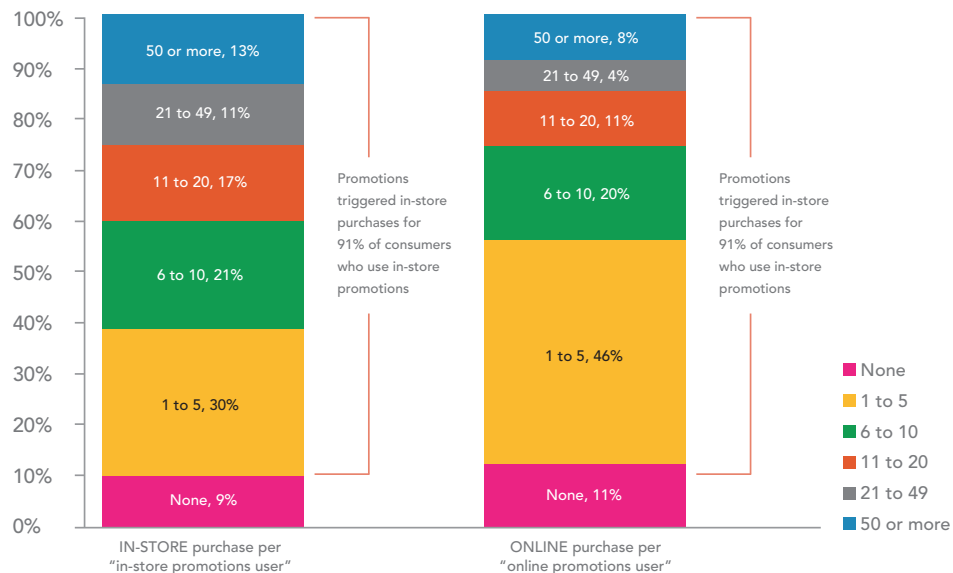
EVERYTHING YOU NEED FOR A  
SUCCESSFUL EVENT UNDER ONE ROOF

# INTEGRATED PROMOTIONS

- Lots of pre-designed themes to choose from
- Campaign includes print, online, TV, matching signage and more!
- We design, print and deliver ALL of the elements. Easy and affordable.

## Promotions Trigger Purchases for Most Consumers

*Consumers who use promotions answer, "In the last year, how many of your purchases were triggered by promotions (sales events, offers, coupons, etc.)?"*



Source: RetailMeNot survey conducted using Google Consumer Surveys, August 2014. For methodology, see appendix A.

# OTHER SERVICES

Additional services that we can help you with so you can help your retailers

*Email marketing*

*<http://www.imagineadv.com/what-we-do/>*



We'll give you *FREE* access to an on-line resource center for you to share with your retailers

# ONLINE RESOURCE AD CENTER

The screenshot shows a website interface with a navigation bar at the top containing links for Home, Promotions, Print, In-Store Signage, Online, TV/Web Video, Loyalty Program, and Contact Us. The main content area features a large blue banner with the text "WELCOME to the Imagine Advertising Marketing Resource Center" and "All your marketing needs in one place. At your finger tips." To the right of the text is a circular graphic filled with various marketing icons like a smartphone, a lightbulb, a gear, a dollar sign, and a megaphone. Below the banner, there is a sub-header "Welcome to the Imagine Advertising Marketing Resource Center" and a note: "Here you will find traditional print, in-store signage, online marketing tools, tv/web video and more! Check in often, as this web portal will be updated on a regular basis."

## BRING FRESH IDEAS TO YOUR DEALERS

[www.imagineadv.com/adcenter](http://www.imagineadv.com/adcenter) un: adcenter/ pw: marketing

- Promotional Ideas
- Print
- Order Forms
- In-Store Signage
- Circular Worksheets
- TV and Web Videos
- Online Marketing Tools
- Contact Information
- And More

Give us a call at 866-832-3214

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- Cash back debit cards
- And more

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your rewards.



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MARKETING SOLUTION

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*Your products ⊕ your knowledge ⊕ our support*  
*=*  
*More sales for your retailers and more commissions*  
*for you and your team.*

*Get started today and find out how we can create more  
sales velocity for you and your retailers today*

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