

MOOD!T

Business Project Marketing Case Academic year 2022/2023

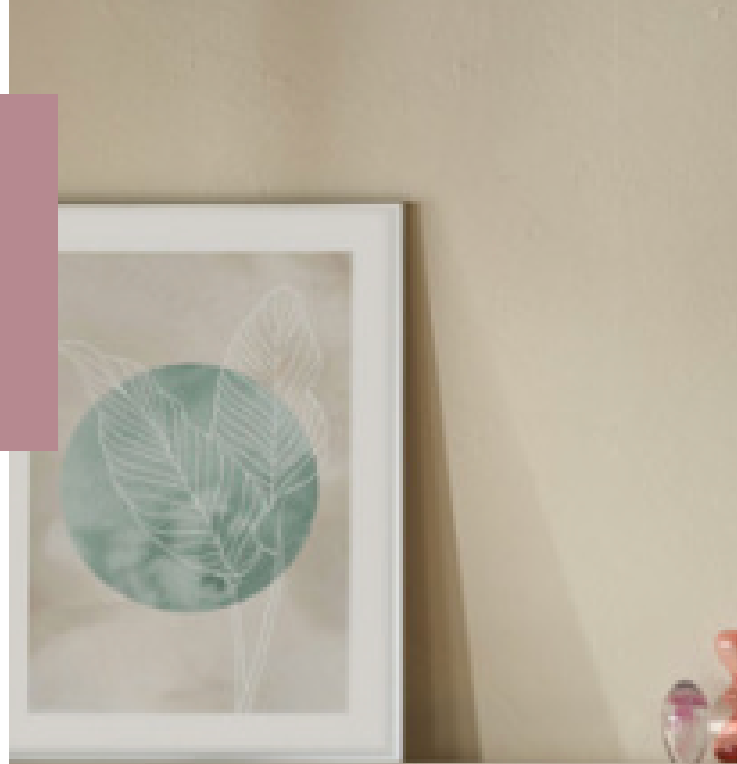
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TIME TO SET
THE MOOD



1. INTRODUCTION

This report focuses on MOOD!T, which is a brand of the Belgian company De Witte Lietaer International Textiles. The company specializes in home textiles such as duvet covers, fitted sheets, towels and bathmats, as well as home accessories. It presents itself as a flexible, young and fun company that helps their customers to decorate their houses to make them feel like home. For this purpose, they are offering a wide product range that is available in different colors and designs, fitting to each mood.

Mood!t targets a younger customer segment between the ages of 25 and 30 who have just moved in to their first apartment. The target group is looking for environmentally friendly and high quality products that reflect their individual style and taste. The products are currently available online at seller platforms like simbashop.nl or bedsupply.nl.

WHERE ARE WE HEADED?

Mood!t's goal is to increase brand awareness and successfully sell its products through an effective marketing strategy. To achieve this, in this marketing plan, steps are outlined that Moodit can take to target its audience and successfully compete in the competitive environment.

2. MARKET SURVEY

As a part of the field research, a survey was conducted. It was distributed online among the target group of 25-30 year old women from Flanders via WOM and social media.

2) When you think of towels for the bathroom what is the first brand that comes to mind?
31 responses

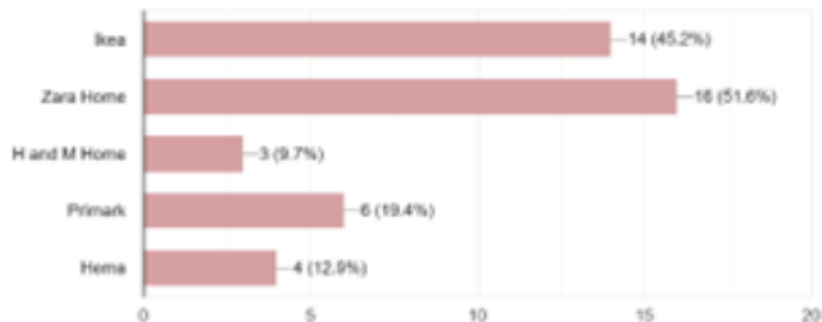


FIGURE 1. TOP POPULAR BRANDS FOR TOWELS FOR POTENTIAL CUSTOMERS

The results show that MOOD!T is not Top of Mind when duvet covers and towels are concerned. Instead, the target group thinks first of IKEA and Zara Home. This implies that MOOD!T needs to gain awareness among its target group first, before being able to achieve conversions.

Figure 2 below confirms this discovery: customers shop mostly from IKEA (71%), Primark (38.7%) and Zara Home (35.5%).

3) Which brands do you purchase bedsheets/duvet covers/ towels/ duvet/ pillows from?
31 responses

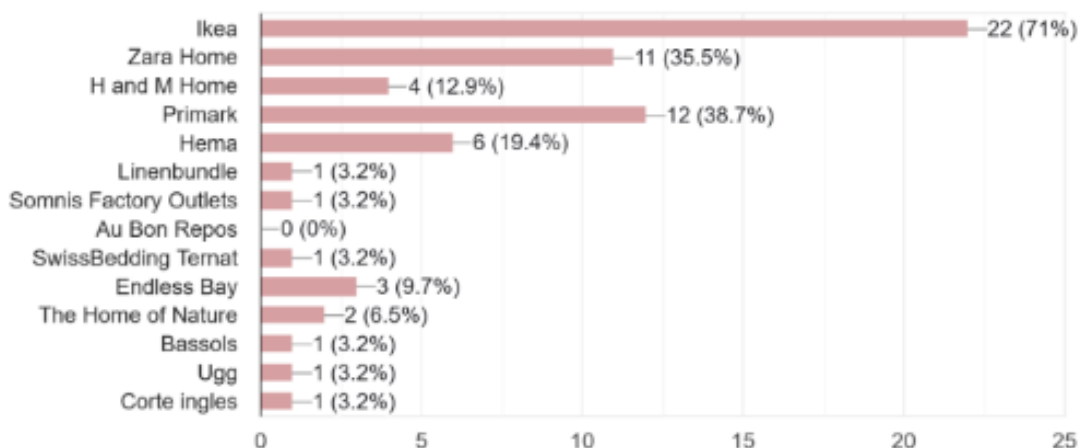


FIGURE 2. TOP POPULAR BRANDS FOR BEDSHEETS FOR POTENTIAL CUSTOMERS

These customers opt for these competitors because of the affordable prices, the quality, the beauty and aesthetics of their products, the accessibility and the variety of products.

RESULTS

What do you consider the most when buying bedsheets/duvet covers/pillows?

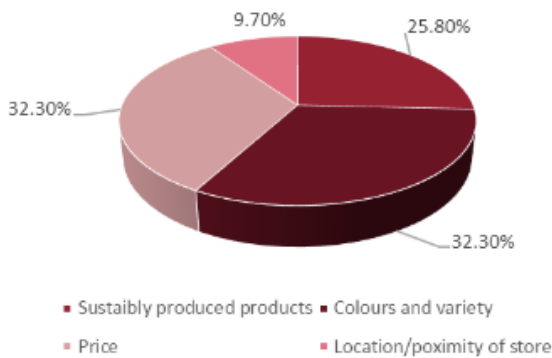


FIGURE 3. WHAT IS MOST CONSIDERED WHEN BUYING HOME PRODUCTS

The largest factors that determine if the target purchases a bedsheets, duvet covers or pillows are price, colours and variety, followed by sustainable production and location of the stores.

In the light of social media channels used, the target group utilizes most often Instagram (80.6%), Pinterest (61.3%) and YouTube (45.2%). This means MOOD!T will be able to reach the its target group most efficiently if these channels are integrated in the marketing campaign.

5) What social media channels do you use in general?
31 responses

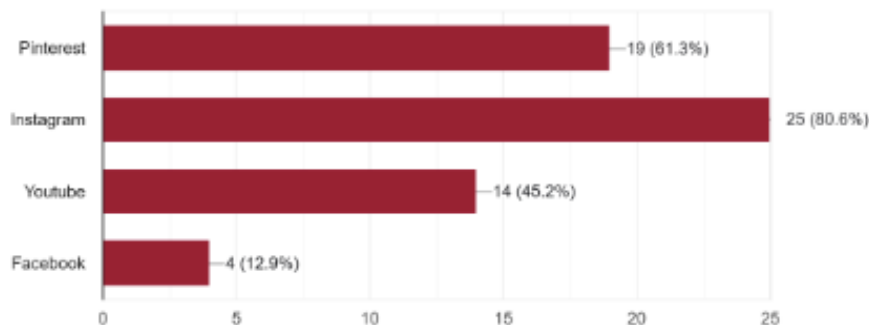


FIGURE 4. MOST USED SOCIAL MEDIA CHANNELS

In terms of customer values, the survey indicated that the customers find comfort, aesthetics and calmness the most important aspects when interacting with the products which MOOD!T offers. Not important tend to be cosiness and practicality. This signifies that if the same values are communicated when crafting the campaign, the camapign attains exponential success.

Customers are likely to buy the products for their bathroom and bedroom once or twice a year. This means that the marketing activities need to focus on a few, but essential time periods, in order to have a considerable effect. Hero content will work the best in that situation.

RESULTS

9) What is important to you when it comes to spending time & activities in your bed/bedroom/bathroom?

31 responses

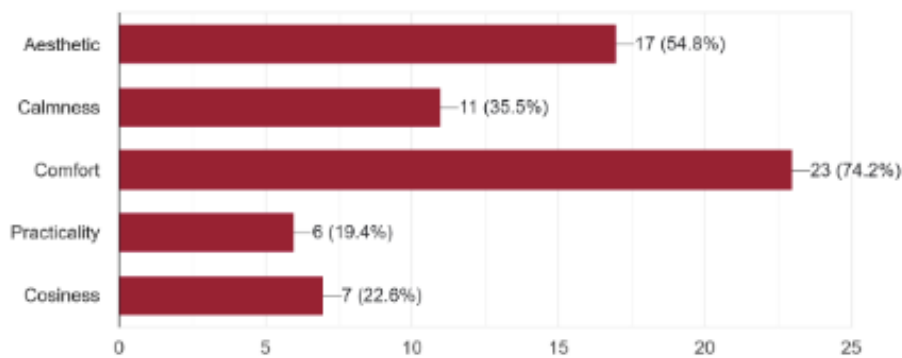


FIGURE 5. WHAT IS MOST IMPORTANT QUALITY OF BEDSHEETS FOR SPENDING TIME IN YOUR BEDROOM

Last but not least, the customers purchase more often bedsheets and pillowcases than towels. This imposes that the campaign will perform outstandingly if it's primary focus is on the first products. More details can be found in the Appendix.

HOW OFTEN DO YOU BUY THESE PRODUCTS?

■ Once a year ■ Twice a year
■ Every 2 years + ■ I don't buy them myself

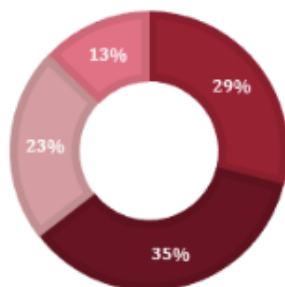


FIGURE 6. HOW OFTEN THESE PRODUCTS ARE BROUGHT

Do you research a lot the different options before buying an item for your bedroom/bathroom ?

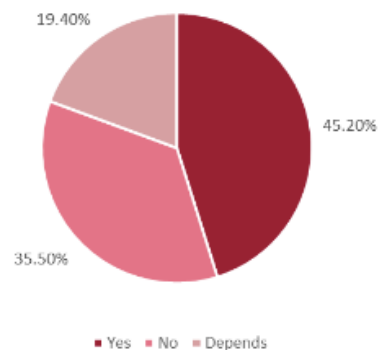


FIGURE 7. THE AMOUNT THAT PEOPLE SPEND RESEARCHING PRODUCTS BEFORE PURCHASING

Finally, the survey points out that the customers do a research on products for their bedroom and bathroom to a certain extent. That unveils that the brand needs to involve not only emotional cues, but also substantial information in order to convince the target group.

And the previous market information gathered from the survey is a crucial tool for the development of this project because it provides a clearer idea of how people behave in a customer manner. As well as what they are looking for in a brand. And it will be through this information, combined with other data, that the project is going to be built.

3. BUYER PERSONA

MANON VANDECASTEELE

FASHION MARKETING MANAGER



BASIC INFORMATION

AGE: 27

HOME: Aalst, Flanders, Belgium

FAMILY: she is an only child, raised by both parents

WORK: Fashion Marketing Manager

LOCATION: Brussels

PETS: White toy poodle

GOALS

- She wants to start her own sustainable fashion company
- She likes interior design
- She values comfortable sleep
- She loves to improve the aesthetics in her rooms

PERSONALITY

- Extroverted
- Thinking
- Judging
- Assertive
- Intuition

MOST USED APPS



ABOUT

Bio

Manon is working as a fashion marketing manager. She has a balanced daily life, she likes to be busy. Manon likes training at least three times a week and loves being healthy. She also enjoys to painting in her free time. Manon cares about her appearance on social media and likes to blog about different fashion looks and topics.

Wants & Needs

She wants to create a perfect home with her boyfriend in Brussels. They recently rented a new apartment together. Now, she is looking for perfect furniture, while paying attention to details and decoration.

Frustrations

- She wants to be known and wants recognition.
- She is afraid of failing to be something in society.
- She deals with anxiety and her room and bed is her "safe space".
- She has eczema so she needs really good quality and fine cotton bed sheets.
- She is annoyed by the limited selection of high quality bedding.

Motivations/ Values

Quality, comfort, price, sustainability

Ideal Experiences/ Must-Haves

She wants to have her own house, with a family and kids in the future.

PAINS THAT ARE SOLVED

- **High cost:** One of the biggest pains of buying high-quality bed duvets and linen is the cost. Quality bedding can be expensive, and customers may have to spend a significant amount of money to get the best product.
- **Limited selection:** Another pain point is that high-quality bedding often comes in limited selection, making it difficult to find the perfect color or design that matches the customer's personal style and taste.
- **Maintenance:** Quality bedding often requires specific care and maintenance, which can be time-consuming and costly.

GAINS FROM BUYING

- **Comfortable sleep:** The high-quality bedding provides a comfortable and restful sleep experience. The duvets and linen are made of soft, breathable and sustainable materials that provide the perfect balance of warmth and comfort.
- **Durability:** This high-quality bedding is made of superior materials and construction, which makes it more durable and long-lasting than cheaper options.
- **Improved aesthetics:** Investing in quality bedding from MoodIt can transform the look of a bedroom into a safespace, adding a touch of luxury and sophistication.
- **Health benefits:** Bedding made of natural materials can help to regulate body temperature and provide a healthier sleeping environment by reducing allergens and promoting better air circulation.
- **Environmental sustainability:** Purchasing quality bedding made from eco-friendly materials can help to reduce the environmental impact of production and support sustainable practices.

4. TARGET GROUP

This marketing campaign targets young women between the ages of 25 and 30 who are living in Flanders in Belgium. They cherish their time with friends, they have just finished their studies and want to settle down with their boyfriend/girlfriend in a new home. They pay special attention to sustainability, comfort and a nice detailed design when they decorate their bedroom because it is considered their place of retreat. They also pay attention to price and durability, as they are just starting out in their careers and therefore the purchasing power is not yet so high.

MARKETING GOAL:

**INCREASE OF 10% BRAND AWARENESS WITHIN
THE TARGET GROUP OF WOMEN AGED 25-30 IN
FLANDERS WITHIN 28 DAYS**

5. PRICING

Pricing Bedlinnen



€59,96	140X220CM + 1/60X70CM
€89,95	200X220CM + 2/60X70CM
€99,95	240X220CM + 2/60X70CM
€109,95	260X220CM + 2/60X70CM

Pricing Towels



€29,95	60X100CM
€19,95	60X60CM

6. COMPETITORS

According to the survey, the main competitors of MOOD!T are IKEA, Zara Home and Primark. Even though they have various marketing strategies, they all capitalize on social media and influencer marketing is an important tool. Furthermore, they all position themselves as a provider of the latest fashion trends and unique designs. Customers find their low prices, variety of products and sustainable practices also as a crucial part of their offering.

Here there is a table to compare the main competitors.



ZARA HOME

PRIMARK®

	IKEA	ZARA HOME	PRIMARK®
Company Size	445 stores globally, 211 000 employees	408 stores, globally, 2478 employees	300 stores in Europe, 70,000 employees
Position	Affordable prices, wide variety of products, sustainable practices, unique design	Most current fashion trends, functionality, sustainability	'On-trend' products, Low prices, wide range of products
Sales points	Online store on website and physical stores	Online store on website and physical stores	Physical Stores
Social media	Instagram, Pinterest, Twitter, Facebook, Youtube	Instagram, Pinterest, Twitter, Tiktok, Facebook, Youtube	Instagram, Pinterest, Twitter, Facebook, YouTube
Price	Single duvet: 8-13€ Double duvet: 15-20€	Single duvet: 40-50€ Double duvet: 50-90€	Single duvet: 12€ Double duvet: 16€
Advertising	Physical, mail, catalogue and street panels Social Media	Display ads on websites, social media platforms, SEM, events, catalogues, influencer marketing	WOM, social media, influencer marketing, print advertising, sponsorships & collaborations

7. HOW TO MEASURE SUCCESS

S

- Mood!t specializes in the sale of home textiles and home accessories.
- The company mainly serves the Belgian market and is available in two languages: Dutch and French.
- Mood!t's goal is to raise 10 % awareness of its brand.

M

- Mood!t measures the success of its marketing strategy through the following metrics:
- increase of website traffic, conversions, and revenue.
- The company can measure the success of its social media campaign through engagement rates and follower growth on Pinterest and Instagram. It can be used as a KPI on the success.
- Mood!t can measure the success of its email campaigns using open rates and click-through rates.

A

- Mood!t can achieve its marketing goals by improving its website and social media presence to generate more traffic.
- The company should also use targeted email campaigns to reach out to potential customers and retain existing customers.

R

- Raising awareness of its brand and increasing sales are critical for Mood!t to compete and grow.
- By focusing on home textiles and home accessories, Mood!t can retain its customer base and attract new customers interested in these products.
- The company also has a sustainability agenda and is committed to offering environmentally friendly products, which is increasingly important in today's world.

T

- Mood!t should achieve its marketing goals within 28 days, starting on 01.06.2023 during the vacation season
- Mood!t should regularly review its progress and adjust its marketing strategy to ensure it stays on track to meet its goals within the planned time frame.

8. CUSTOMER JOURNEY

1

AWARENESS



Instagram ADV

Story and post advertising, focused on target.

Time: Pulsing, over a month, campaign focus: 1 month

KPI: 3500 followers

Cost: 5 posts (incl.1 video post): 8,073€.

The payment is based on CPM. (CPM -> 6.70€ per 1000 impressions).

We are trying to reach 421 000 impressions, because our target consists of 421 000 in Flanders.

Cost-2 give-aways: 200€, because: 1 duvet cover=60€, 1 fitted sheet=40€)

Cost: Video production to be used both in *Pinterest & Instagram*: 750€ for a 14-seconds spot

Total costs: 9.023 €



SEA

Mood!t should make sure that online advertising is as optimal as possible when someone searches up the brand. It aims to appear easily on the web in general for customers looking for shops to buy duvet/pillows etc.

Time: one-time project-June

KPI: 1000 clicks per month

Costs: 1400 euros



Pinterest ADV

Promotion pins with a link to the website

Time: Pulsing, over a month, campaign focus: 1 month

KPI: 6000 followers

Cost: 4 pins: 3,368€.

The payment is based on CPM. (CPM -> 2 euros per 1000 impressions).

We are trying to reach 421 000 impressions, because our target consists of 421 000 in Flanders.

Total costs: 3,368€



Website

Linked connection from the Instagram and Pinterest advertisement to the MOOD!T website, which provides specific product details regarding the bed linen.

Time: Sustained over the years

For this campaign: 1 month

KPI: 3000 unique visitors per month

Cost: 50€ a month- Wordpress (security, domain name, web hosting, file storage, themes, plugins, security), if in-house



Email marketing

Linked connection from the Instagram and Pinterest advertisement to the MOOD!T website, which provides specific product details regarding the bed linen.

Time: Pulsing, starts with 1 month, 2023

KPI: CTR (Clickthrough rate), 500 subscriptions

Cost: only for the platform: MailerLite => 240 € a month (usually: 10€ per 1K contacts per month)

TOTAL COSTS: 23 081€



PURCHASE



The customer can either purchase through the online store or in selected retail stores. The strategy for the retailer stores is as follows:

In the 8 largest stores, displays will be set up next to MoodIt's products. Customers can use these to set the mood in the bedroom by touch. For example, they can combine different colors and products right in the store. Because sometimes it is difficult to imagine everything in your head.

In this way, they can play interactively with MoodIt products and are thus encouraged to make a purchase.

Cost: 9000 euros- set up in 8 stores.

KPI: Session count- a set of actions performed by a unique visitor (e.g. returning to the home screen). - tracked with Built-in software analytics. This software uses sensors, cameras, and other technologies to track user activity and engagement with the digital signage.



MARKETING CAMPAIGN

To choose the final campaign, three different ideas of advertisements were developed around the idea of comfort, moods and happiness. After reviewing the final work, it was decided that the campaign would consist of using advertisement number 1 and 2. The third campaign can be seen in the appendix section.

It was decided that the campaigns focus on Instagram and Pinterest. Both campaigns will be shown to the target market on their social media starting in June. Each post will be shown until it reaches 421,000 impressions on Instagram and Pinterest.

The general idea is to post videos that would allow the interaction with the people.

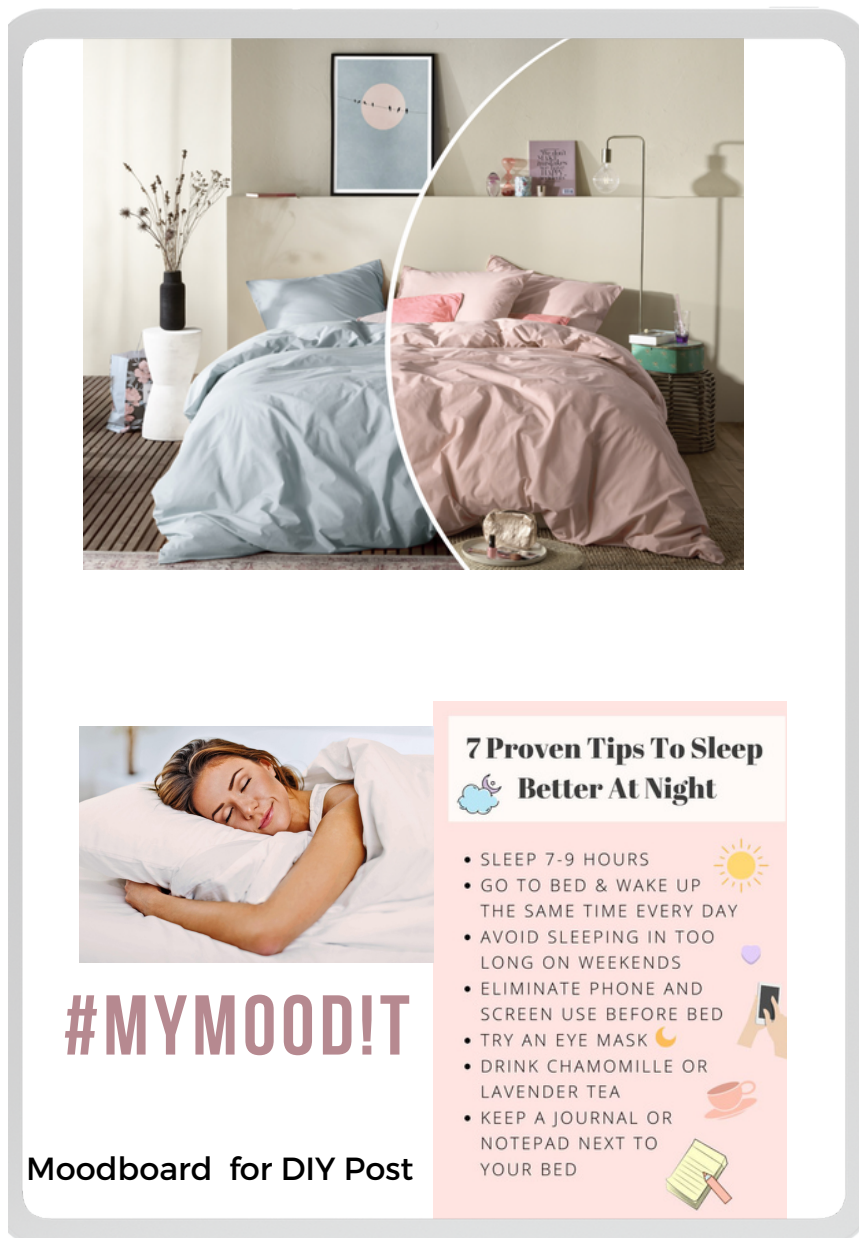
MARKETING CAMPAIGN N°1

Instagram and Pinterest "Do it yourself" Post

This is meant to be 4 series of lifestyle posts that focus on different aspects of sleep, posted each week of the campaign. The posts will use appealing images of Mood!t bedding and show users tips on how to sleep better, how to choose the perfect bedding, and how to create a cosy bedroom. In doing so, followers are encouraged to post their own bedroom creations under the hashtag **#changemymood!t**. This promotes the brand and raises awareness within the target group.

The strategy of this advertisement is: make it personal. The target group should have the feeling of creating a unique lifestyle with the purchased product. Here, the mammalian brain is addressed as a peer group influence is generated and more people also want to post such bedroom pictures. The message is rational and receptive.

As an example of this, the function from the Mood!t website can be used. There you can create different moods by clicking in the bedroom on the home page.



The moodboard is presented in a rounded rectangular frame. At the top, a photograph shows a bedroom with a bed covered in light blue and pink bedding, a white vase with dried flowers, and a framed picture on the wall. Below this, on the left, is a smaller photo of a woman sleeping peacefully in a white bed. To the right of the woman's photo is a pink box titled "7 Proven Tips To Sleep Better At Night" with a crescent moon icon. The tips are listed with small icons: a sun for "SLEEP 7-9 HOURS", a clock for "GO TO BED & WAKE UP THE SAME TIME EVERY DAY", a bed for "AVOID SLEEPING IN TOO LONG ON WEEKENDS", a phone for "ELIMINATE PHONE AND SCREEN USE BEFORE BED", a moon for "TRY AN EYE MASK", a teacup for "DRINK CHAMOMILLE OR LAVENDER TEA", and a notepad for "KEEP A JOURNAL OR NOTEPAD NEXT TO YOUR BED". Below the woman's photo is the hashtag "#MYMOOD!T" in large, bold, pink letters. At the bottom left of the moodboard area, the text "Moodboard for DIY Post" is written.

#MYMOOD!T

Moodboard for DIY Post

7 Proven Tips To Sleep Better At Night

- SLEEP 7-9 HOURS
- GO TO BED & WAKE UP THE SAME TIME EVERY DAY
- AVOID SLEEPING IN TOO LONG ON WEEKENDS
- ELIMINATE PHONE AND SCREEN USE BEFORE BED
- TRY AN EYE MASK
- DRINK CHAMOMILLE OR LAVENDER TEA
- KEEP A JOURNAL OR NOTEPAD NEXT TO YOUR BED

MARKETING CAMPAIGN N°2

Instagram Video Post - Give Away

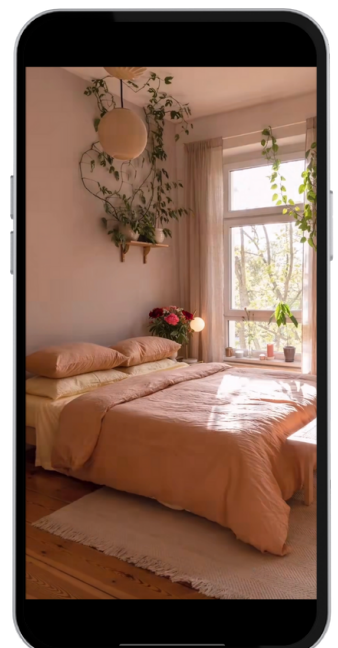
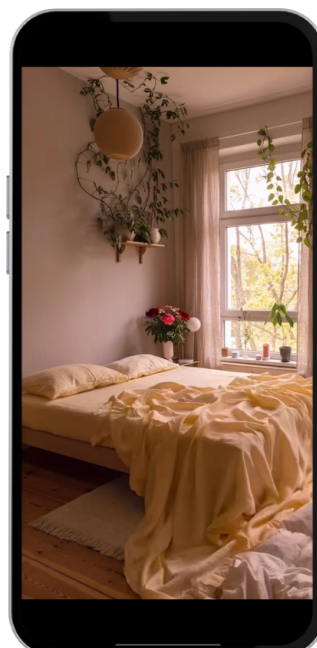
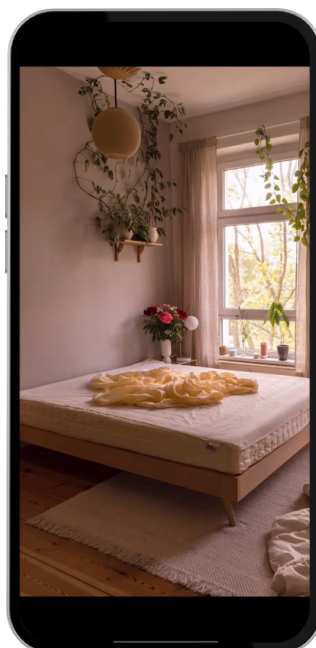
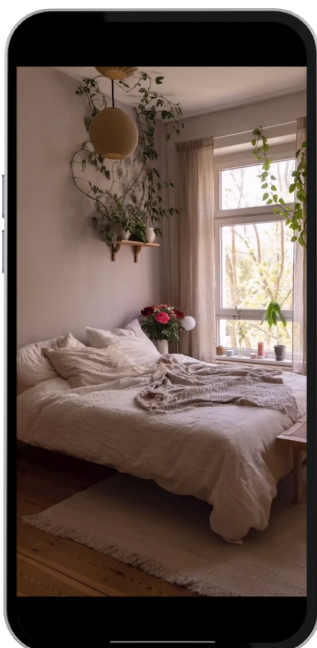
The video campaign consists of a 14-second video presenting magically wrapping a bed in a cheerful yellow to introduce the summer spirit. The short video is supported by a summer melody song. It's aimed directly at the buyer persona, as it inspires ideas for decorating and enhances bedroom aesthetics. At the end, the slogan: **"Time to change the Mood(it) for summer!"** is faded in. Under the post, the call to action 'Visit our website' will appear. The message is rather rational and receptive, because quality is the main focus. It triggers the human brain, because it implies slow thinking, evaluating and comparing. This video will be uploaded as a post, and after that - as a story on the MOOD!T own Instagram account.

The buyer persona is encouraged to create themselves a similar video as a story themselves where they transform their bedroom for the summer. The people who create the 2 most appealing stories (with cosy, bright and aesthetic bedrooms) will win a MOOD!T set, containing 1 duvet cover and 1 fitted sheet, The conditions of the give-away are:

- 1) upload the video as a story and tag MOOD!T,
- 2) follow and
- 3) like the MOOD!T Instagram account.

In this way, MOOD!T will gain more followers, increase reach via the user-generated content and gain awareness.

VIDEO EXAMPLE:



9. APPENDIX

SURVEY

<https://docs.google.com/forms/d/e/1FAIpQLSdqSxzyvg2aa3l5EL9O2NCCq5d0wIOPx7M9JfxeHuj9QEQNpw/viewform>

FINANCIAL CALCULATION

According to Statbel the population of women aged 25-30 years in Flanders in 2022 is 241,250.

Target Group women (25-30) in Flanders	241,250
Target Awareness (10%)	24,125
Instagram	9.023
Pinterest	3,368
SEA	1400
Website	50
Email Marketing	240
POS: Digital Display	9000
TOTAL	23 081 euros

FINANCIAL CALCULATION

COA (Cost of Aquisition)

1. Determining Total Marketing spend = 23 000

2. Determining the number of customers acquired: striving for: conversion rate of 3%, 3000 website visitors from the marketing campaign-> $3000 \times 3\% = 90$ customers

3. Determining COA:

Marketing spend (23 000) / 90 customers acquired = **256 euros** spend to acquire 1 customer

CLV(Customer Lifetime Value)

CLV = 200euros

CLV	200	
Clients	850	
Orders per client	1	
Transactions	850	clients multiplied by Orders per Client
AOV(avg order value)	100	Duvet covers=60+fitted sheet=40 OR 1 duvet (115euros) -> around 100euros per order
Gross Margin %	40%	what remains for the company after paying to the factory facilities, workers, etc.
Churn	20%	people who cancel every month/stop purchasing from MOOD!T
Avg Lifetime (months)	5	on average how long someone is our customer- the result is especially valid if they purchase 2 times a year such products

MARKETING CAMPAIGN N°3



Instagram and Pinterest Post

"LIFE IS TOO SHORT TO LIVE IN A BORING DUVET"

"Wrap yourself in comfort, surrounded by the warmth of friendship."

Summer is time to have fun with friends. MOOD!T customers want to have quality and comfortable time with their friends. This advertising targets the mammalian brain, as the person likes to belong to a group. In this case the emotions and feelings are addressed. Thus, the message is a receptive and emotional. The buyer persona cares what others think of her and she would like to be a part of society.

FIGURES

Figure 1: Top popular Towel brands for potential customers

Figure 2: Top popular Bedsheet brands for potential customers

Figure 3: What is most considered when buying home products

Figure 4: Most used social media channels

Figure 5: What is the most important quality of bedsheets for spending time in the bedroom

Figure 6: How often these products are brought

Figure 7: The amount that people spend researching products before purchasing them

SOURCES

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