

# The Key's Batch & Blast Series Content Strategy

SUMMER 2020

### **PURPOSE FOR BRANDS**

Build long-term loyalty and drive cross-brand discovery by leveraging the Key as a trusted, in-the-know source for all things home.

### **PURPOSE FOR MEMBERS**

Unite our family of brands to unlock their collective value and enrich members' lives at home.



# The Key offers distinct value to our members in three ways.

## BENEFITS

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- Earn and redeem 3% back in rewards across 7 distinct brands
- Early access to new collections and cross-brand promotions
- Exclusive content and event invitations.
- Community of like-minded shoppers.

## DISCOVERY

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- Showcase brands to new audiences and differentiate WSI as a one-stop home shop.
- Cater to a specific customer who is open to using multiple aesthetics and brands.

## TRUST

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- Distinct and separate voice from the brands. As a third-party perspective, the sense of authenticity is more credible.
- The Key can speak to members in a more friendly way and helps customer ultimately build deeper relationships with our brands.
- Highlight company-wide initiatives and trends.

# Our Key Member is a female in her 40's or 50's who is married, lives in a single-family home, has children in her life, and is a home enthusiast.

## WHAT OUR MEMBERS WANT

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- Made-to-last products from high-style brands at a good value.
- Design advice on everything she needs to enhance her family's life at home.
- To support her community and causes she cares about by shopping with companies that do good.
- Flexibility on shopping a variety of styles and stores. Doesn't want her home to feel like a catalog.

## HOW WE TALK TO MEMBERS

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- A knowledgeable industry authority that can reliably provide top relevant recommendations, and redirect to brand resources
- Voice is a trusted, in-the-know friend/influencer that provides all the best tips, behind-the-scenes access and brand-expert perspective
- Hype brand initiatives, quality, values. Gives more insight as to why they are worth member's attention.
- Empowers design across a wider breadth of aesthetics and options.

**Our goals are to:**

- 1) increase long-term loyalty,**
- 2) drive cross-brand discovery,**
- 3) bolster engagement and,**
- 4) maximize incremental sales**  
*(when relevant)*

# We will achieve these goals by serving content focused on three strategic storytelling pillars.

## INSPIRE

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- Motivate interest in every aspect of the home with helpful guides and inspiration that demystify intimidating projects of any scale.
- Prove we are a one-stop home shop by showing off the breadth and depth of categories and aesthetics.
- Offer up a timely, curated and diverse array of ideas during seasonal purchasing periods throughout the year.

## ENGAGE

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- Invite deeper interaction with the brands through Design Crew, events, registry, stores, collaborations and partnerships, etc.
- Solicit social participation through UGC and hashtags.
- Build a sense of community among members with exclusive messaging, and member-focused features.
- Incentives interaction with campaigns that drive member participation.

## INFORM

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- Enhance awareness of our family of brands, their shared qualities and distinct differences.
- Go deep on quality and CSR stories that adds to our products value prop, and brand reputation.
- Reinforce the range of resources available across the brands (i.e., Design Crew, WS recipes, etc.)
- Shine light on the real people and stories behind our products from designers to our factories.

# Content Strategy

TYPE	PILLARS	CONTENT	BRAND ASK	KEY ASK	FREQUENCY
<b>Member Interaction</b>	Engage Inspire	Engaging quizzes, key member UGC, survey results (will test to see what drives engagement)	Brands may be asked to provide initial UGC select options, or occasional supporting images. <b>Low Lift</b>	Generate Key member exclusive, interactive content. <b>High Lift</b>	3x per quarter
<b>Shared Values</b>	Inform Inspire	CSR/sustainability, quality guides, factory features, social/diversity initiatives	As needed, Brands may be asked to provide supporting images or approve selection (within 1-2 days). <b>Low Lift</b>	Collaborate with CSR team (or other team) for content. <b>Medium/High Lift</b>	3x per quarter
<b>Fresh Features</b>	Inspire Engage	Trendspotter - rotational mixture of trending stories/articles, how-tos, guides, recipes, etc.	None. If needed, brands may be asked to provide specific supporting images or approve selection (within 1-2 days). <b>No Lift</b>	Curate three features from top brands. Design using associated imagery. <b>Low Lift</b>	3x per quarter
<b>Expert Guide</b>	Inform Inspire	Step-by-step guides, meet our design crew, how-tos, design trends	As needed, Brands may be asked to provide supporting images or approve selection (within 1-2 days). <b>Low Lift</b>	Collaborate with Design Crew (or other team) for content. <b>Medium/High Lift</b>	2x per quarter
<b>Personalization</b> *will replace with above types until ready to launch.	Inspire Inform	Based on room preference (dining,/kitchen, living, bedroom), POC, aesthetic, etc.	As needed, Brands may be asked to provide supporting images or approve selection (within 1-2 days). <b>Medium Lift</b>	Design templates and currate images based on logic. <b>Medium Lift</b>	2x per quarter
<b>Special Campaign</b>	Inform Engage	Premier day access, early access, special events, collection launches	Provide existing creative to be repurposed for members. <b>Low Lift</b>	Tweak existing brand creative to be relevant for the Key Member audience <b>Low Lift</b>	Ad hoc

\*Kids and Teen features may be shown only to relevant members based on shopping behavior.



# Member Interaction

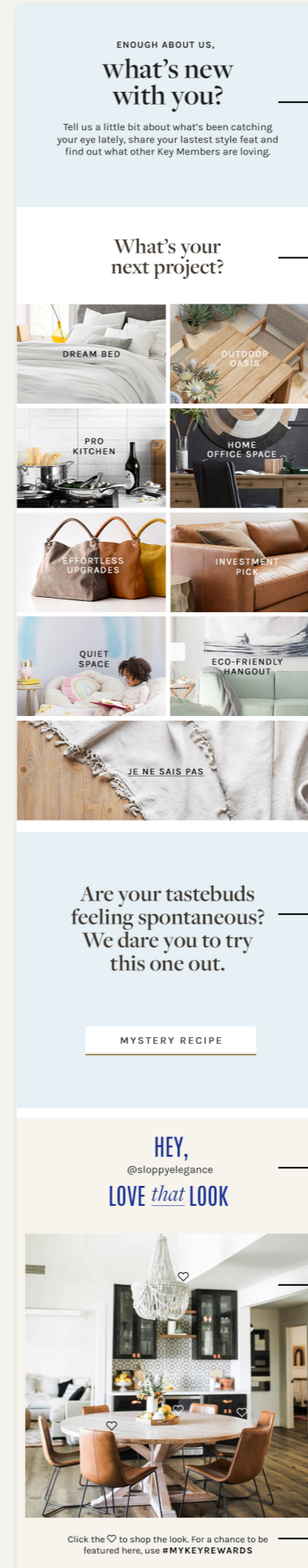
**OVERVIEW** Get members involved and engaged with more interactive features that solicit their input, share what other members love and encourage participation

**GOALS** Start a 2-way conversation, build deeper sense of community, pull valuable insights from surveys, solicit member participation on social

**CONTENT** Surveys, quizzes, interactive features, shoppable favorite member looks, mystery buttons, Pick a trend/Get a recommendation

**CREATIVE** Sets of modular ideas that are interchangeable as we test what members are most responsive to

**NOTE** Some features may ultimately require enhanced website functions to complete. Shop paths will be included if they support the narrative.



Message that is all about the member

Surveys, "quizzes" that are both fun and will provide helpful insights

Serve up mystery content, potentially give options to see what interests they're open to.

UGC feature

Shoppable, link through to product shown

Encourage participation





# Shared Value

**OVERVIEW** Give members a closer look at our brands' shared qualities and values, educate on how our product is made and why they should care.

**GOALS** Bring awareness to brand qualities, values and strengths, and prove their importance.

**CONTENT** Concise but clear messages around specific topic of focus. Links through to pages with the most relevant additional information. Will include CSR series and diversity/social initiatives.

**CREATIVE** Templates will be story-focused. Evocative imagery that shows impact and/or gives meaning to the agenda. Copy is descriptive and informative.

**NOTE** Brands that lack relevance to topic may not be included so as not to dilute or confuse the message. Shop paths will only be included if they support the narrative.

**Bold, clear hook statement of brand value**

**Inform & educate by prioritizing narrative with a “why you should care” approach to message**

**Evocative, narrative-focused imagery**

**Employ behind-the-scenes content/imagery whenever available for an insider appeal**

**Direct to relevant pages with additional information on topic**

**Provide digestible, educational information**

**Prove brand authority and highlight standout achievements from brands**

**Provide relevant shop paths after a strong case has been made. Include links if available for more information.**

# Fresh Features

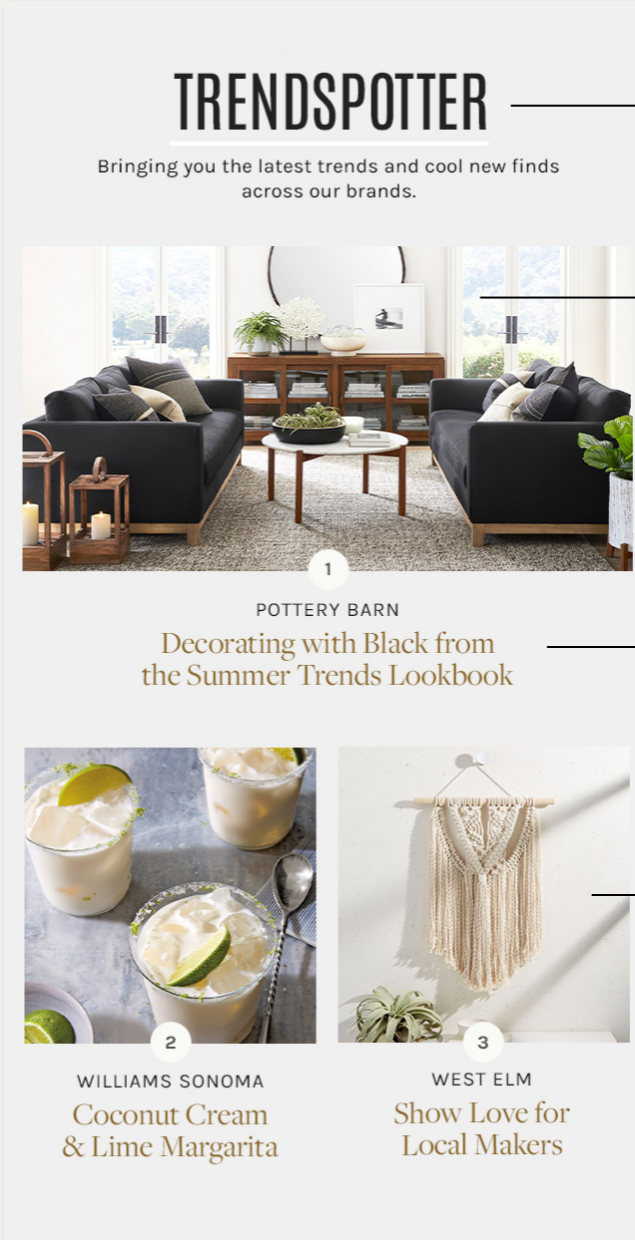
**OVERVIEW** A concise, curation of three to five engaging content features on trending topics, branded as TRENDSPOTTER.

**GOALS** Engage members with helpful, inspiring, and/or meaningful content that enhances brand initiatives. Assert The Key as a reliable resource for interesting content.

**CONTENT** Engaging content-rich stories, not focused on selling but on educational, interesting topics.

**CREATIVE** Cohesive feature images, chosen by Key and approved as-needed with brands.

**NOTE** Key selects are chosen based on existing brand-features and priorities. Pottery Barn, West Elm and Williams Sonoma brands will be in priority-position rotation.



Branded title, copy, layout and colors for recognition

Complimentary pagination of lifestyle images

Trending topics that link go to engaging content

Order of brands will be on rotation based on several factors including relevance, strength of feature, and creative options.

# Expert Guide

**OVERVIEW** Highlight and leverage subject matter professionals both within our brands and partners to bring expert insights, guides, advice and the behind-the-scene perspective.

**GOALS** Build confidence in The Key as a source of knowledge and provide access to industry experts. Inspire new interests in home projects.

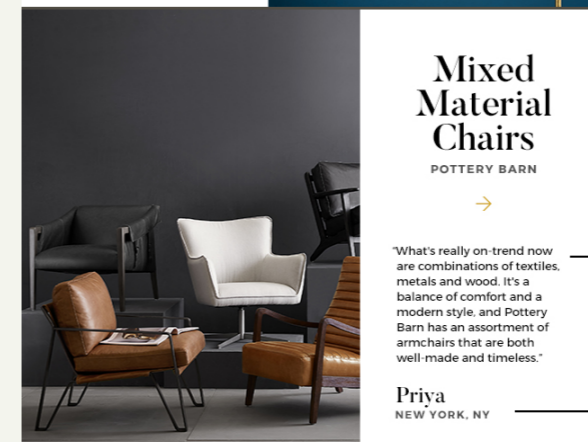
**CONTENT** Pro-tips, step-by-step guides, how-tos, meet the expert, interviews with in-house expertise, tips from the Test Kitchen, celebrity partner recommendations.

**CREATIVE** Design is narrative-driven. Copy highlights insider perspective, exclusivity, helpful, informative.

**NOTE** Brands that lack relevance to topic may not be included so as not to dilute or confuse the message. Shop paths will be included if they support the narrative.



Topics are covered through cream-of-the-crop expert-advice.



Share exclusive expert insights and advice

Work with real designers, to chefs, collaboration partners, etc.



# Personalization

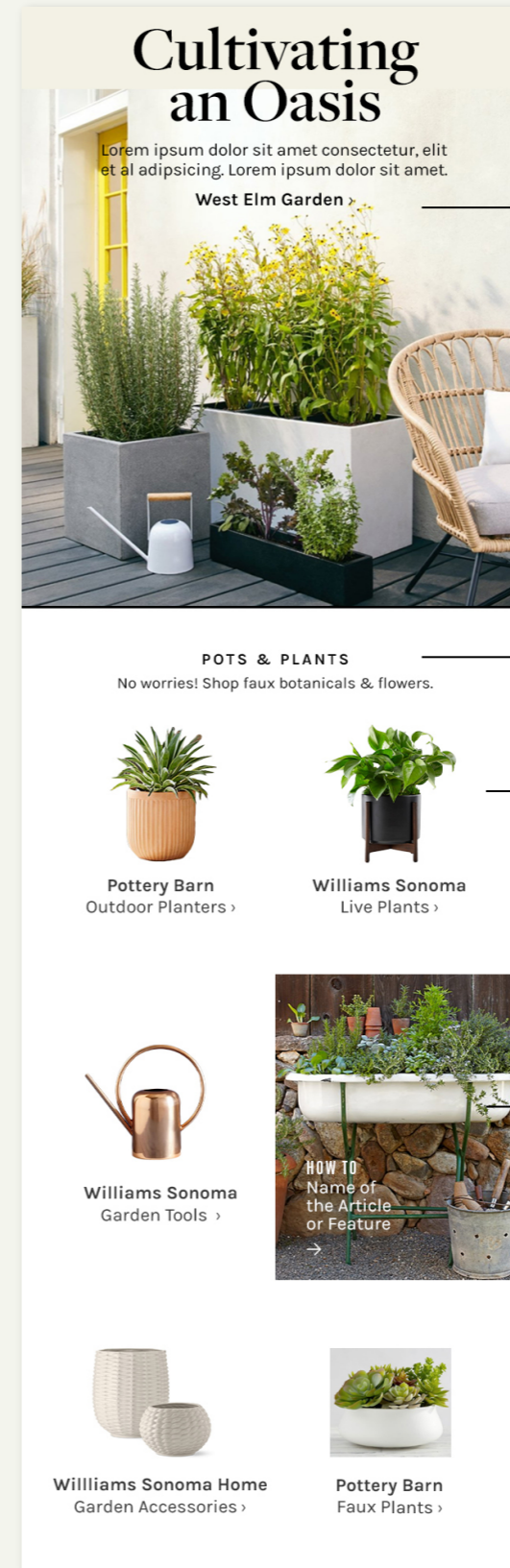
**OVERVIEW** Personalized, targeted emails on key topics based on buying behavior and engagement.

**GOALS** Provide personalized recommendations and show breadth of assortment.

**CONTENT** Product focused and based on room preference, POC, aesthetic, etc.

**CREATIVE** Templates will be product-focused, minimal editorial copy, minimal lifestyle images with supporting silos.

**NOTE** Launch date TBD.



Focused topic, showcasing one brand at a time, on a rotation

Light editorial copy

Supporting product silos from remainder of brands linking to relevant categories

As-relevant, add extra content feature block

# Special Campaigns

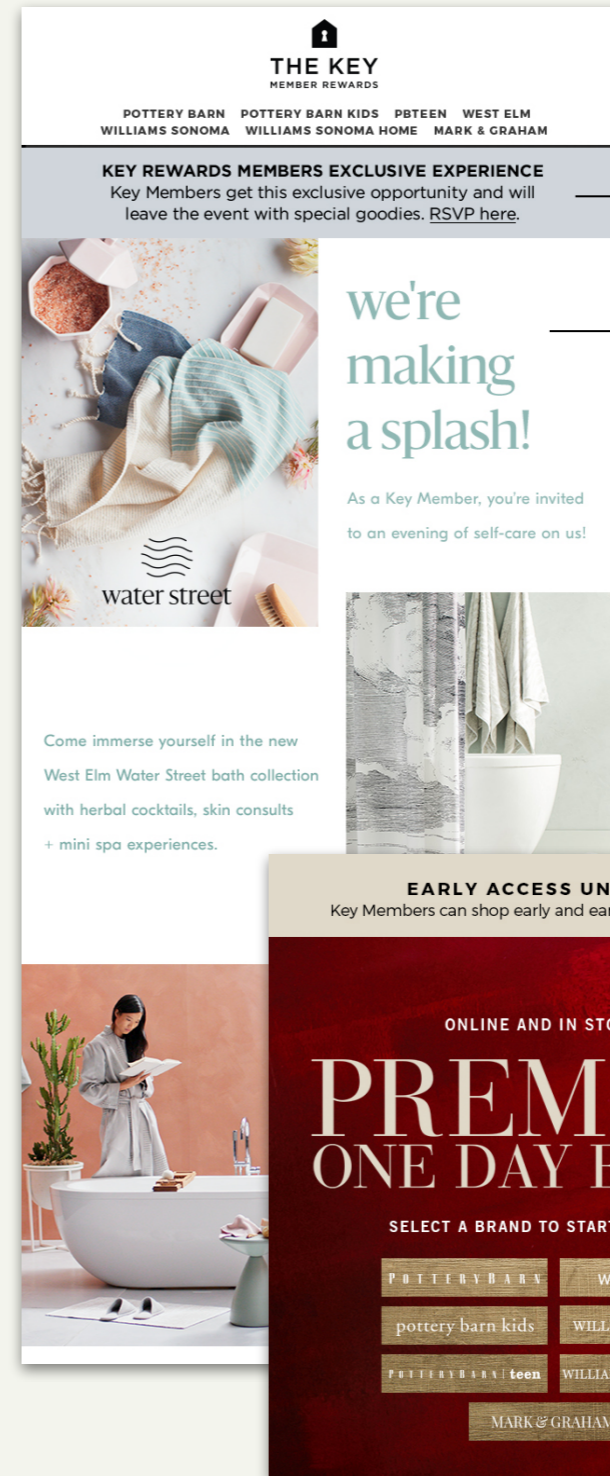
**OVERVIEW** Ad hoc emails in support of campaigns from the brands or The Key.

**GOALS** Excite members with exclusive loyalty benefits, and inform about new campaigns.

**CONTENT** Depends on campaign.

**CREATIVE** Depends on campaign

**NOTE** When in support of a Brand campaign/ launch, the creative will be provided by the brand.



Added Key messaging to members

Brand-supplied creative

Key early access benefit message

# Challenges & Solutions

CHALLENGES	SOLUTION
<p>Watering down narrative to support every brand every week, despite a <b>weak relevance</b> to the topic. For example PBK and PBT during Mother's Day/Father's Day.</p>	<p>Identify the strongest topics that most brands can support and editing out the smaller brands if they have no relevance to the topic.</p>
<p>Frequent last-minute image swaps due to <b>inventory outages and backorders</b>. This exposes a high risk of errors and very inefficient with time.</p>	<p>Prioritize image swaps for emails whose purpose is to drive sales. Additionally standardize acceptable backorder lead times by category and email type (i.e. tolerate bedding that's backordered for 2 weeks and furniture for 4 weeks)</p>
<p>Broad image requests lead to a <b>high brand lift with low efficacy</b>. Currently requesting 20+ image assets per month from each brand. Less than 15% of those assets are ultimately used.</p>	<p>Specific and surgical requests vs casting wide-net requests. Reduce email topics that require brand-selected images. Key to select images for certain emails types as noted, and give brands approval/revision power with email context.</p>
<p><b>Creative cohesion</b> requires a very complex and time-consuming balancing act of over 20 considerations of changing priority. Examples include image pagination, link relevance, product availability, etc.</p>	<p>Outline consistent schedule of email topics that have clear objectives, priorities and expectations that are all agreed upon.</p>
<p>Distinct <b>voice and point-of-view</b> that is agnostic from any single brand, yet still cohesive.</p>	<p>Develop voice &amp; message guide that is approved by all executives with stop-the-presses power.</p>