

SO FA.. not SO GOOD

Communication Objective for DFS Sofas

Current Scenario

Communication more a hard sell .. The push variety

There seems to be a feeling DFS is a discount brand.. Only price off's result in sales

No distinct identity

Current Choices for Customers

General Retailers

Other sofa retailers

Key Insight

The real opportunity for DFS lies in its customising its Sofas.

Individually, customers might need inspiration, help, direction, advice, guidance, or might just need answers to the odd question here and there.

Collectively, they all need someone who'll take the time to understand these need - how they think and what they want, from a perfect SOFA and from DFS - in short, they want to someone who will take complete ownership

Communication Objective

Reinforce DFS is the only place where one can get customized Sofas. Sofas which they want and not what is already there

DFS Sofas. Yours not Our's

Thank you

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