



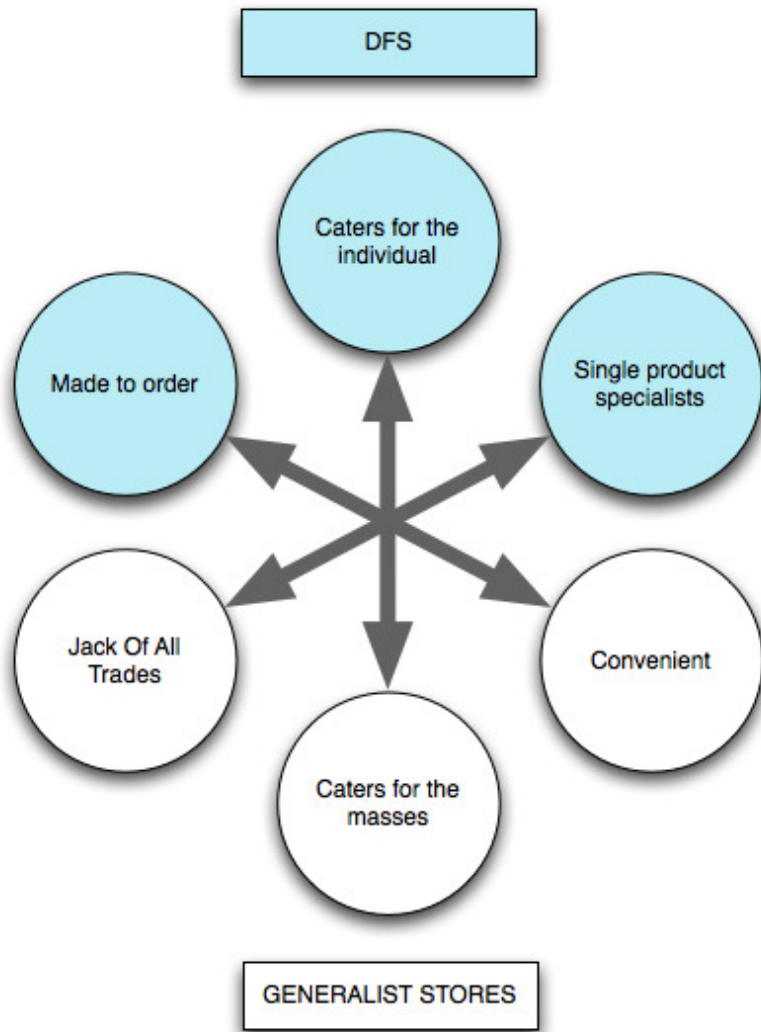
Account Planning for DFS

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The Challenge

- Generalist stores (such as Tesco & Argos) are selling sofas that:
 1. LOOK pretty good
 2. Are cheaper
 3. Can be taken home immediately
- DFS (the biggest sofa retailer in the UK) make their furniture to order, resulting in a minimum 8-week turn-around. Why wait?

Specialist Vs Generalist



DFS focus on a single product: they make sofas 'just for you'!

The problem lies with people prioritising convenience and value over guidance and choice.

Does It Feel Good?

- DFS like to encourage customers to **sit** in the sofa, see how it **feels**, even **smell** the leather! After all, it's likely to become a feature of their living space for between 5 and 8 years.
- 70% of people feel it's important to actually *see* furniture before purchasing, but we need to raise the value of *feeling* a sofa before buying too.
- The average British person will spend 12 years of his/her life on the sofa!
- Customers need reminding that looks are important, but **sensation** is key.

Sex Sells... Sofas

“[DFS] put sex into sofas. After all, it has been happening on them for years!”

- In 1998, DFS advertising featured a middle-aged couple. Sales slumped.
- The problem being, most new furniture is bought by young couples
- Cue the change in advertising - beautiful blondes & brunettes adorning the sofas. Sales soon exploded.
- A DFS ‘What Turns You On’ survey found a third of customers admitted to a leather fetish!

The Objective

