



DESIGN SERVICES
Flooring Simplified. Design Personalized.

COREtec[®]
the Original

ANDERSON
TUFTEX[™]

Shaw
FLOORS[™]

BRAND STORY

Shaw is on a mission to create a **better flooring experience**. From inspiration to installation.

We offer carpet + rugs + hardwood + vinyl + tile & stone + laminate.

All designed to have a **positive impact on people and the planet**.

Our residential brands are differentiated to offer unique style to any home.

Available from specialty retail partners in the US and Canada.

COREtec redefines flooring innovation with 100% waterproof vinyl technology

Anderson Tuftec masters the art of timeless design with bespoke hardwood + rugs + carpet

Shaw Floors connects each space in the home with modern and attainable styles in all flooring types



DESIGN SERVICES

We believe your home should **reflect your unique style**. Our Design Team is here to help with a **simple and personalized** experience.

AWARENESS

RESEARCH

SHOPPING

PURCHASE

ADVOCACY



Book Your Design Consultation



Receive Your Free Curated Swatches



Make Final Design Selections



Receive Your Personalized Project Plan



Connect With A Local Flooring Retailer



Share Your Space

CONSUMER INSIGHTS

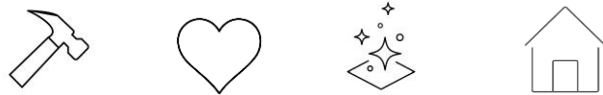
Proprietary research from a **June 2021 study of 1,800 consumers** to understand:

- Key drivers when it comes to flooring behaviors like confidence level and help required
- Attitudes and behaviors that motivates personas to choose a flooring product

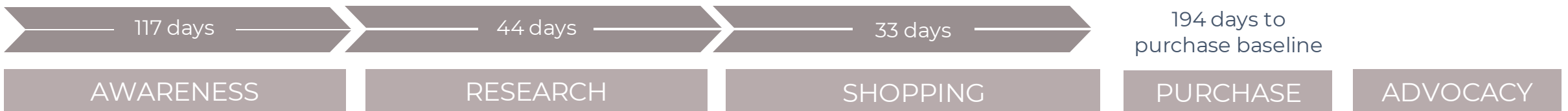
Key Insights:

- **Demographics:** Consumers who purchase flooring are more likely to have pets, larger and higher-value homes, full-time employment and post-grad degrees.
- **Influences:** The following has grown in importance in making a flooring decision: Retail and Manufacturer's Websites + Reviews + Visualization Tools.
- **Journey:** Spending more time in the awareness phase with more time at home to notice home improvements needed.
- **Brand:** The flooring brand itself is showing more influence and consumers are more likely to remember the brand.
- **Channel:** Big Box purchasing is up significantly with stores like Floor & Décor adding more stores.

Top flooring attributes: Durability + Style + Easy to Clean + Enhances My Home's Value



Consumer Journey



TOP BRANDS PURCHASED

| | |
|-----------|----|
| Mohawk | 8% |
| Armstrong | 7% |
| Shaw | 6% |
| Pergo | 5% |
| Bruce | 4% |

TOP STYLE GOALS

| | |
|--------------|-----|
| Traditional | 44% |
| Modern | 37% |
| Transitional | 20% |
| Contemporary | 18% |
| Farmhouse | 15% |

OPPORTUNITY:

Enhance the consumer's flooring EXPERIENCE and increase their CONFIDENCE in purchasing a Shaw product from a specialty retail partner.

TARGET PERSONA

JENNY the DREAMER



48 married female with kids and a dog living in \$533K suburban home

2nd largest segment or 24% of 2021 Consumer Study Sample

GOALS

Task: 79% of dreamers buy floors to update or renovate their homes.

Success Definition: Home is a reflection of her.

CHALLENGES

Pain Points: Overwhelmed. She doesn't know where to start.

Worries: Making a mistake.

Time Wasters: Multiple store visits and online research.

OBJECTIONS

Why they don't buy: Spend 3+ more weeks in the journey or update something else instead.

Why don't they like us: Under-index on knowing Shaw.

MESSAGING & CONTENT

Messaging Themes: Inspire + Inform + Influence

Content Ideas: Flooring Simplified. Design Personalized.

Inspire: before & after stories + influencers + room inspo

Inform: design trend book + style quiz + flooring checklist

Influence: free design appointment and samples + reviews + UGC

ENGAGEMENT MODEL

Media Channels: social + search + articles podcasts + blogs + HGTV

Selling Channels: start online with Shaw – move offline with specialty retail partners

Pricing Model: Avg order of \$3.5k for 500 sq. ft.

ROOMS UPDATING

Living Room (54% / 105)

Main Bedroom (46% / 101)

Kitchen (40% / 102)

Guest Bedroom (37% / 117)

Bathroom (29% / 91)

STYLE GOAL

Traditional (42% / 95)

Modern (36% / 98)

Transitional (19% / 96)

Contemporary (16% / 87)

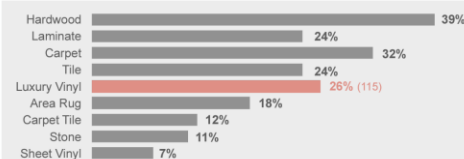
Shabby Chic (16% / 109)

PROFILE

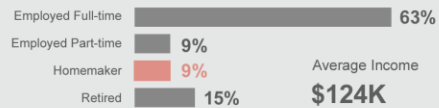
Household Makeup



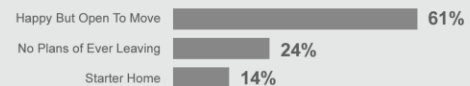
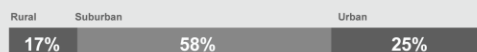
Flooring Purchased



Employment + Income



Current Home



“I’m excited about making a change in my home, but I feel overwhelmed. When I have a new project, I spend a long time thinking about it before deciding because I don’t want to make a mistake. Shopping for flooring is intimidating because there are so many options, and I don’t know where to start. I love looking for ideas that inspire me and want the finished project to say something about who I am. I just need help making it happen.”

FOCUS:

Why is the DREAMER the ideal target consumer for Shaw Design Services?

- More likely to hire labor and shop specialty retail
- Values input from others and spends more time in the journey
- Seeks out the latest design trends but needs more help to make their project a reality

VALUE PROPOSITION

Audience: For the dreamer homeowner shopping for flooring who wants their home to reflect their unique style and they want a simplified shopping experience.

Benefits: Shaw Design Services takes flooring renovation projects from inspiration to reality.

- Skip shopping multiple stores – Book your virtual design consultation on your time
- No second-guessing design trends – Let our experts help find your design vision and recommend best selling styles
- Don't guess on color matching – Receive free swatches shipped to your front door
- Visualize it in your space – Leverage our design tools and read reviews to see your top choices come to life
- Don't miss a step – We'll outline your complete project plan, so you know what to expect
- Skip the home center generalists – Find your local flooring expert to schedule your installation with the flooring pros
- Show off your new space – Refer a friend and receive a cleaning subscription, rug or rebate of your choice

Differentiation:

Flooring expertise direct from the manufacturer. No middleman. Just the brand experts. Service you can count on.



VALUE PROPOSITION: We help home dreamers take their flooring renovation project from inspiration to installation. Let our flooring experts bring your vision to life. Start styling with Shaw Design Services today. Flooring Simplified. Design Personalized.

COMPETITIVE ANALYSIS

Design Services
Floor & Décor
West Elm
Crate & Barrel
Anthropologie

Online Design Apps
Modsy
Havenly

Online Renovation Service
Block Renovation

CONTENT STRATEGY

FLOORING SIMPLIFIED. DESIGN PERSONALIZED.

Reach new homeowners before they start the flooring renovation process:

1. Leverage new acquisition channels like podcasts, brand partnerships, influencers
2. Retarget consumers who have visited a brand site or product page without action
3. Leverage consumer wins to create lookalike audiences for more efficient ad spend

Messaging Themes: Inspire + Inform + Influence

Inspire

Hear from real homeowners who've used Design Services with short before & after testimonial videos like this [West Elm](#) or [Crate & Barrel](#) example. Kickstart this effort by partnering with influencers.

Inform

Provide tools to simplify the flooring journey so they don't feel overwhelmed. Leverage a highly visual style quiz like this example from [Modsy](#) and a flooring value calculator like this example from [Peloton](#). Provide an easy flooring renovation checklist.

Influence

Leverage incentives along the way to drive conversions. Promote free design consultations, free samples, and rewards for sharing their space. Build a community of advocates to drive referral acquisitions.

Syndicated Content: Maximize content reach by syndicating across digital channels. Consider the following distribution channels for each piece of content:

Website:

- Design Services landing page on each brand site
- Educational articles to improve SEO and unbranded results
- Product detail page for specific product UGC

Social:

- Organic content across Instagram + Facebook + Pinterest + TikTok + YouTube
- Paid content across those same social platforms

Earned Media:

- Media kit for pitches

Email:

- Nurture campaigns to consumers who have signed up for inspiration

MOCKUPS

THREE BRANDS. ONE DESIGN TEAM.

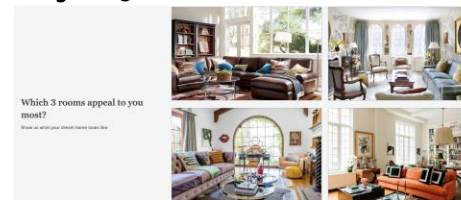
Real Homeowners



Before & After Testimonials



Style Quiz



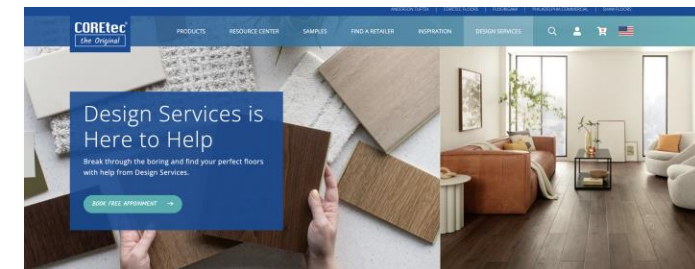
Flooring Renovation Tools

2019 Remodeling Impact Report

"new wood flooring is the top interior renovation project to add the most value to a home at resale. Realtors estimate homeowners can recover 106% of their original cost."

Flooring Value Calculator

Digital Experience



- Design Services tab on each brand site
- One booking system
- Showcase design team and recent projects
- Introduce all brands from the start
- Leverage existing brand social channels

COREtec | A/T | Shaw Floors

MEDIA STRATEGY

INVESTMENT

\$1 MM Ad Spend
June – October

PROJECTED RETURN

865 Consumer Wins
\$3MM Reported Revenue

PROJECTED ROAS

300%

PROJECTED CAC

\$1.2K

Paid Media Reach

AWARENESS

Prospecting tactics to bring new consumers to the Design Services landing pages.

RESEARCH

Retargeting consumers who have visited the site without taking action.

SHOPPING

Incentivizing to convert.

Retailor Handoff

PURCHASE

Build **lookalike audiences** based on consumer wins.

| Channel | Tactic | Content + Targeting | Cost | | Projected Return | |
|--|--|--|----------|----------|------------------|-----|
| Social | Pinterest + Instagram + Facebook + TikTok | Room-by-Room Approach + Influencers + Co-Branded Giveaways + Regional Paid Efforts | 30% | \$300K | 38% | 328 |
| Search | Google Ads | Branded & Unbranded Flooring Design + Renovation + Value to Home Keywords | 15% | \$150K | 45% | 390 |
| Display | Google Ads | Behavioral: Home Renovators + Remodeling Contextual: Interior Design + Decorating | 15% | \$150K | 8% | 70 |
| Email | Remarketing Nurture Campaigns | Inspiration Leads – Convert to Design Services Design Services Dropouts – Offer Incentive | Internal | Internal | 2% | 17 |
| CTV | VideoAmp | Test for COREtec only – Contextual Targeting | 15% | \$150K | 1.5% | 13 |
| Audio | Spotify | Test for A/T only – Contextual Targeting | 5% | \$50K | 1.5% | 13 |
| Influencers | 3 Micro Influencers + Paid Social To Promote | <i>Shaw Floors</i> Mom – Julie – Instagram A/T Lifestyle & Home – Ashley – Instagram COREtec Plant Lover – Elisa – Instagram | 10% | \$100K | 2% | 17 |
| Advertorials | Home Design + Renovation Content | The Spruce + Apartment Therapy + Magnolia Journal | 5% | \$50K | 1.5% | 13 |
| Co-Branded Giveaway | 3 Room Makeovers | Brand Partners: Sherwin Williams + West Elm <i>Shaw Floors</i> – Kid's Room A/T – Living Room COREtec – Kitchen | 5% | \$50K | .5% | 4 |
| <i>Win rates based on 2021 paid performance + new channel benchmarks</i> | | | TOTAL | \$1 MM | 865 WINS | |



15k

mamalbouef

Instagram

3.76%

avg. engagement rate

**ANDERSON
TUFTEX™**



6.4k

itsbellmade

Instagram

2.33%

avg. engagement rate



25k

myplantlover

Instagram

3.43%

avg. engagement rate

MEASURING SUCCESS

ATTRIBUTION

Multi-Touch Model

CONVERSION RATES

Measuring the following across all channels:

1. Took Style Quiz
2. Used Flooring Calculator
3. Booked Design Consultation

WIN RATE

Purchased From Specialty Retailer

TAGGING

Ensure UTM codes and pixels are used to measure success across channels and content assets.

PARTNERSHIPS

Ensure influencers and partner brands are using trackable links and offer codes.

| Channel | Platform | Primary - ROAS | Secondary KPIs | | |
|---------------------|-------------------------------|---|--|--|--|
| Social | Sprout | 383% or \$1.148M | Engagement Rate Likes + Comments + Share | Click Through Rate CTR | CPM and Cost Per Action CPA |
| Search | Google Analytics | 910% or \$1.365M | Click Through Rate CTR | CPM and Cost Per Click CPC | |
| Display | Google Analytics | 163% or \$245K | Click Through Rate CTR | CPM and Cost Per Action CPA | |
| Email | SharpSpring | No Advertising Spend Projected Revenue = \$59.5K | Click to Open Rate CTOR | Conversion Rate | Marketing Qualified Leads MQLs |
| CTV | VideoAmp | 30% or \$45.5K | Video Completion Rate VCR | Cost Per Video Completion CPVC | Spike in Direct Traffic |
| Audio | Spotify Self-Service Platform | 91% or \$45.5K | Downloads Per Episode | Spike in Direct Traffic | Offer Code Use |
| Influencers | Google Analytics | 59.5% or \$59.5K | Engagement Rate Likes + Comments + Share | Click Through Rate CTR | Social Follower Growth |
| Advertorials | Google Analytics | 91% or \$45.5K | Click Through Rate CTR | Cost Per Click CPC | |
| Co-Branded Giveaway | Sprout + Google Analytics | 28% or \$14K | Social Follower Growth | 1st Party Data Growth | Giveaway Entries |



DESIGN SERVICES
Flooring Simplified. Design Personalized.

COREtec[®]
the Original

ANDERSON
TUFTEX[™]

Shaw
FLOORS[™]