

“Design Inspiration”

Beautiful homes begin with big dreams. Next Day Blinds makes it possible.

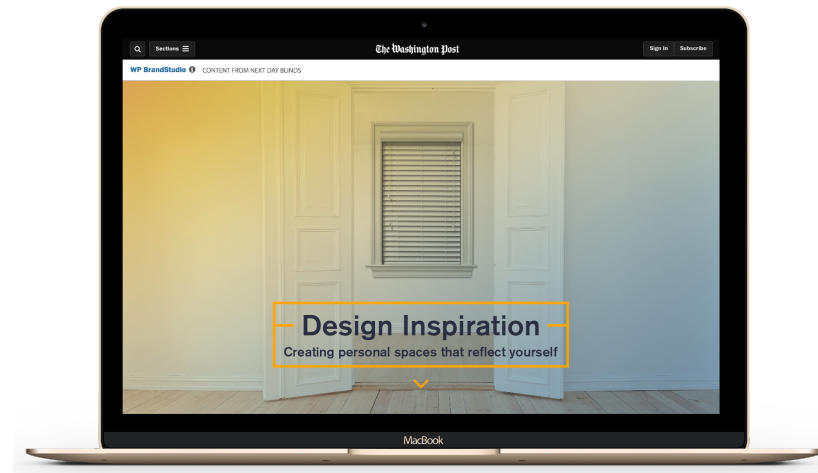
Overview

From Millennials proudly decorating their first apartment to seasoned homeowners embarking on a renovation, the desire to live in surroundings that reflect our unique selves is universal. And while we could call in the experts, how much more meaningful is it to do it ourselves? To boost awareness of the Next Day Blinds difference and generate excitement for the brand's national launch, WP BrandStudio will create an inspirational and informative custom content program.

We'll provide readers with the expert tips and insights they need to create a customized space that matches their personality and fits their needs—organically integrating NDB products to make the brand top of mind for WaPo's audience of affluent, hands-on homeowners.

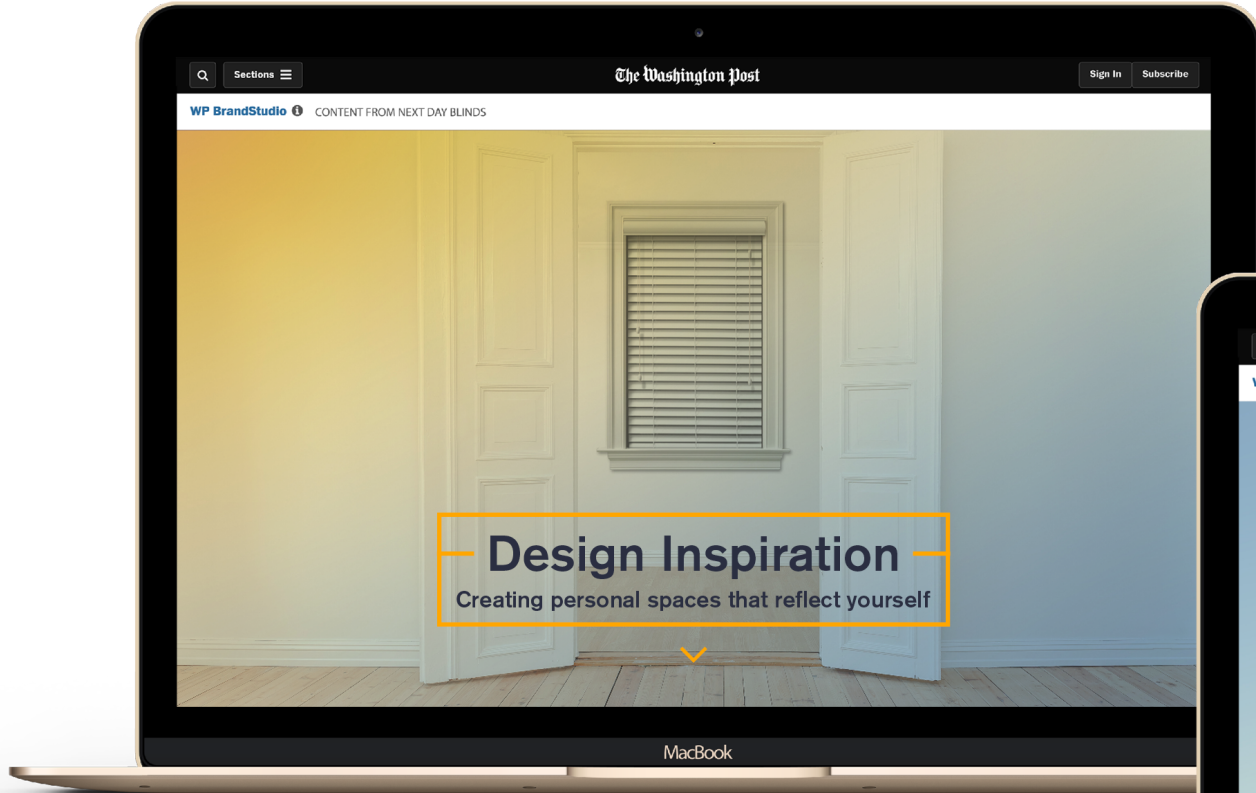
Execution

- An interactive multimedia* experience empowers readers to apply insights from expert designers to virtually “create” their own custom environments
- Next Day Blinds' products will be interwoven throughout; a strong call-to-action will encourage readers to visit the NDB site for additional Design Inspiration



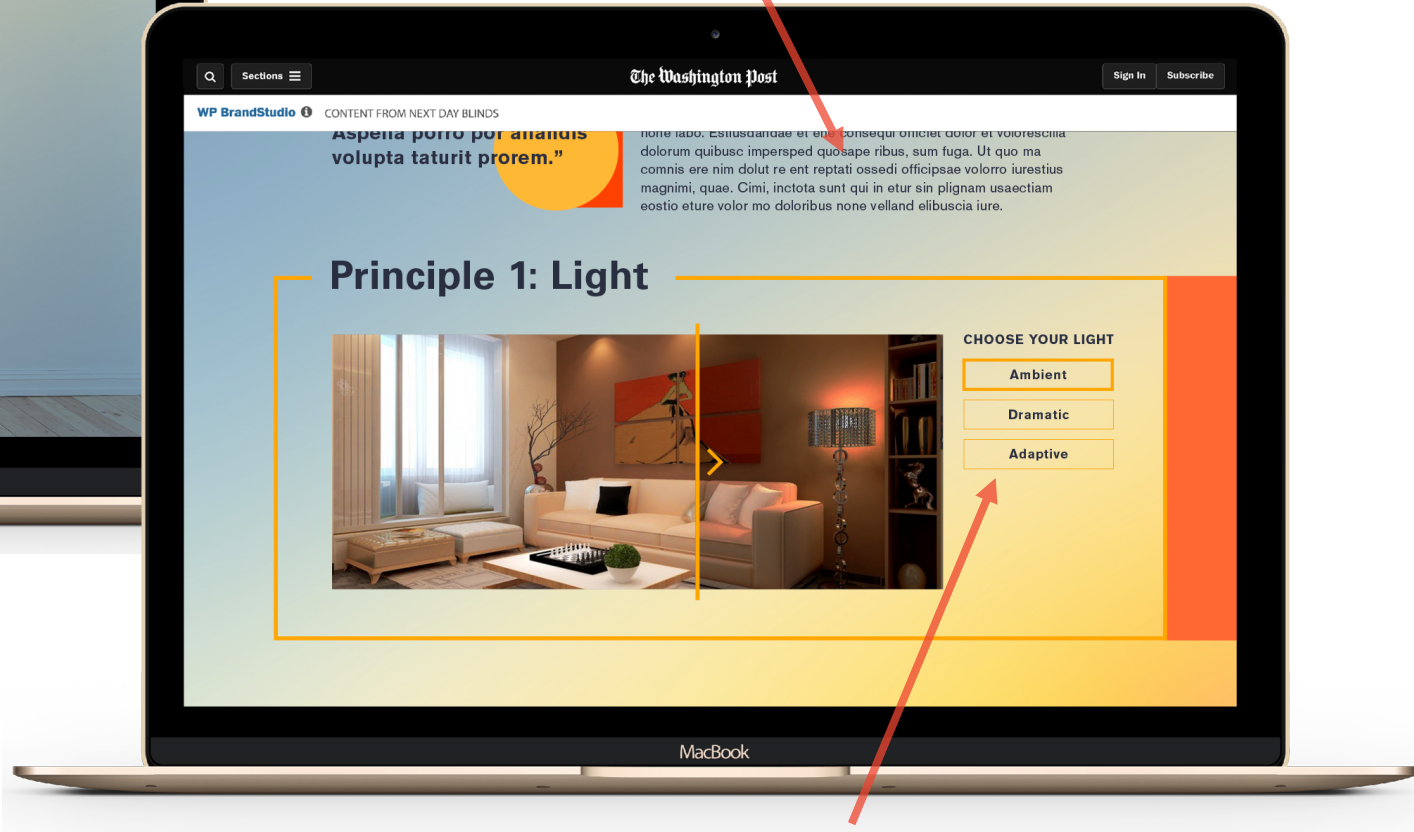
* At a higher spend level, the program could include enhanced elements such as 360° photography and video profiles of expert designers

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

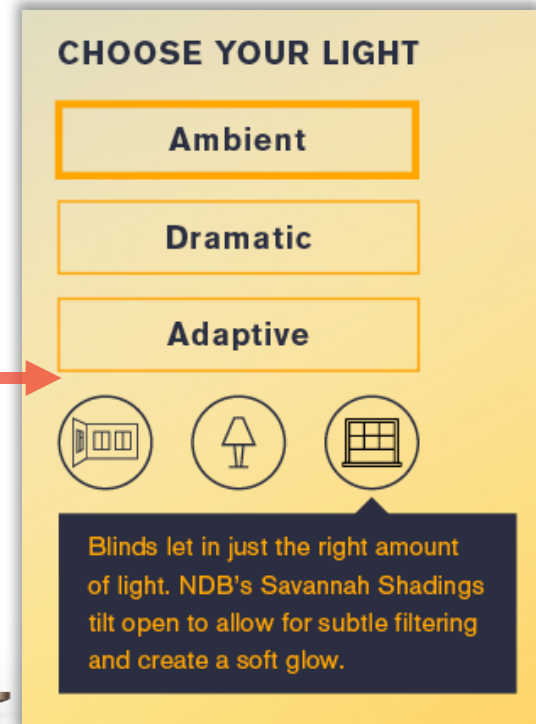
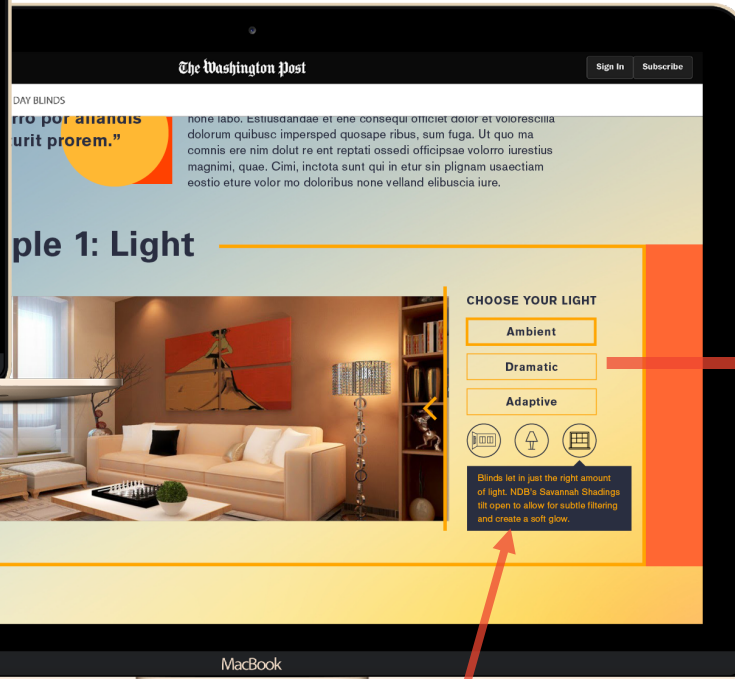
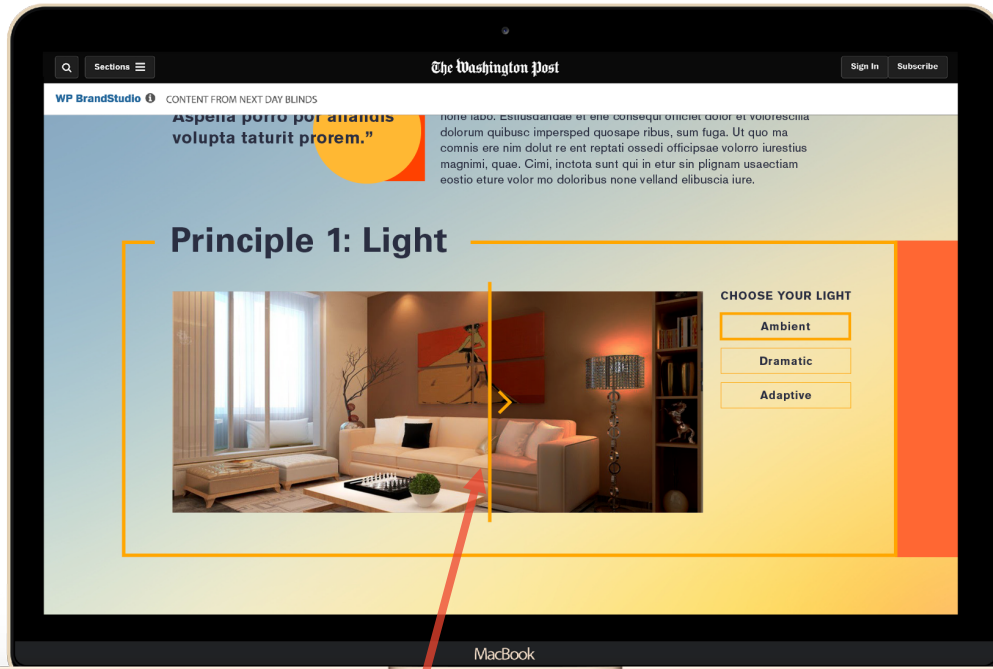


Program entry point

Readers are invited to read an article that presents the three cornerstones of great interior design—**light, color and function**. The article provides tips and information on each cornerstone from highly regarded interior designers.



Readers can then apply their learning to customize a virtual space around their personal preferences in each of the cornerstone areas.



After choosing the type of light they prefer, the readers move a slider to see how that light will transform the room.

Text overlay appears with facts about the elements that work together to create the particular kind of light.

A Next Day Blinds product is one of the elements in each of the three environments.