

PROMOTIONAL CAMPAIGN IDEAS - TEXAS WIDE

- This will be a large promo, applicable to any community, and we want to make it available to use anywhere.
 - We want to have an interactive element around the chair, which is currently up for discussion.
 - The **chair** will be a huge Muskoka styled chair, possibly bright orange (empire-themed)
 - Discussions around having a realtor and lead event take place around the **Orange Chair campaign**, where,
 - Realtors:
 - Collect a stamp per model home, after all stamps are collected, the winner gets a \$250 gift card (*or, where they get put into a draw for a \$250 gift card*).
 - Prospects
 - Similar concept to the realtors, but where they have a passport book for a stamp, where they get qualified to enter in on our homeowner giveaway. The giveaway can include Muskoka chairs for the homeowners, or, a design incentive give-away.
 - We will amplify the campaign by the following
 - Social engagement
 - Stickers
 - where after the traveling chair leaves a model home, the chair gets a unique sticker, this is a reference to luggage and traveling, but it's highlighting our traveling chair instead.
 - Broker stamps (as mentioned above for our realtor give-away)
 - Specialized empire filters for the campaign at the model homes
 - Unique instagram filters for this event to encourage prospects to take pictures with the orange chair and post about it on social media (possibly with the corresponding hashtag?)
 - Using these unique filters could be a possible way for prospects to enter a contest.
 - Partnerships with furniture companies/Muskoka chair companies
 - I have shared some companies I think we can partner with below
 - <https://thebestadirondackchair.com/pages/adirondack-chairs-texas>
 - <https://wimberleychairs.com/a-look-at-our-work/>
 - <http://www.austinadirondack.com/>

Campaign Positioning:

The Orange Chair Campaign is designed to be used at any point in the year to assist in moving any stagnant inventory. Having a bright orange muskoka chair as the emblem strengthens the identity of the campaign, with the color orange referencing Empire Communities and the image of a chair being a symbol of the home.

Engagement Strategy:

Empire's Annual Savings Event allows prospects to save big on the homes they've been dreaming of. As an added bonus, those interested can participate in weekly giveaways to win brand-new items* for their future home. These items will all be in the classic "Empire Orange" colourway, presented in the style of an advent calendar. All future prizes will be blurred out until their respective "reveal day", and all past prizes will continue to remain visible. This allows prospects to see what they've missed out on while giving them an idea of what could potentially be won. We'll be incorporating sales representatives by filming them picking out the weekly giveaway prize, which can be leveraged on our social channels.

*Consideration:

- If each weekly prize is under \$500, we recommend that everyone who purchases a home during that week receive the giveaway rather than a weekly draw.

Campaign Name Options:

- The Orange Chair Event
- Orange Chair Sales Event
- Welcome Home Savings Event
- The Empire Orange Chair Event
- Step Into Savings Event
- Unlock The Savings Event
- The Traveling Chair Sales Event
- Come Home to Savings Event

Hashtags:

- #empiretravellingchair
- #travellingchairevent
- #empiresalesevent
- #EmpireOrangeChair
- #EmpireWelcomeHome

Campaign Tagline Options:

- *Come home to savings with Empire.*
- *Welcome home to savings with Empire*
- *Don't sit out on the savings*
- *Take a seat and enjoy the savings*

Campaign Description Options:

- *Empire Communities welcomes you home to amazing discounts during our [EVENT NAME] on the homes you'll love to live in, and never want to leave. So what are you waiting for? Visit _____ to snag the best deals on your future home.*
- *Empire Communities welcomes you home to amazing discounts during our [EVENT NAME] on the homes you'll love to live in, and never want to leave. So what are you waiting for? Your forever home is only a click away.*

- Welcome home to Empire's [EVENT NAME], where you can grab the best savings on the homes you'll love living in. Don't wait — the [EVENT NAME] will only be here for a limited time.
- Welcome home to Empire's [EVENT NAME], where you can save big on your forever home. Don't wait — the [EVENT NAME] will only be here for a limited time.
- Empire welcomes you home to the [EVENT NAME], where you can save while getting the home of your dreams. Ready to take the next step? Visit _____ to start your homebuying journey today.
- Take advantage of limited-time incentives during Empire's Welcome Home Savings Event in Houston/Austin/San Antonio. From X - Y 2022, build and customize your new Empire home or choose from our selection of quick move-in homes and receive at least \$X in savings.
- Welcome home and pull up a seat to Empire's Come Home to Savings Event. Save big on your forever home in Houston/Austin/San Antonio. Don't wait — the Come Home to Sales Event will only be here for a limited time.