

Group 1 (Maddison, Kaylee, Lila, Isabelle, and Bennett)

Due 9/19 on BB by 11:59pm

Category	Target	Needs	Occasion	Usage
Ornaments	Families	Customize	Christmas	Art display
Table Tops	Collectors	Sentiment	Halloween	Holiday decoration
Tree Tops	Crafters	Durable	Easter	Collectible
Night Lights	Decorators	High quality	Valentines Day	Year-round decoration
Figurines		Reasonable prices	Thanksgiving	
Kitchen Accessories			4th of July	

Target Insight:

- Families are looking for items that not only bring memories to life, but also help create new ones too.
- Old World Christmas is known for high quality products and reasonable price points; any new product we create needs to replicate that.
- Consumers will want to see any new product we create available on Amazon; our company has thousands of 5-star reviews to give us credibility.
- New products we produce will have to be up to trend; trendy ideas lead to success if executed correctly.
- Our products need to not only appeal to the eye of an experienced decorator, but also to the eye of a first time shopper.

Occasion Insight:

- Customers buy Old World Christmas ornaments for many occasions other than the Christmas season. Decorators and crafters are looking for a variety of ornaments and/or table toppers for year-round usage.

Idea Transfers

1. Make your own ornament kits

- Derived from Amazon with a focus on DIY holiday ornament decorating.

2. Licensed Tabletoppers

- Derived from Amazon and JoAnn Fabrics
- 3. Elf-sized ornaments**
 - a. Derived from Hobby Lobby and Amazon
- 4. Ornament bundles**
 - a. Offer a certain selection of our ornaments as part of a bundle deal where if they buy multiple they can get X amount of money off.
- 5. Premium Lights**
 - a. Use some of our best selling ornaments, shrink them down to elf sized pieces, and string lights through them.
 - i. Possible examples
 1. Pickle Lights
 2. Beer Bottle Lights
 3. Football Lights
 4. Snowflake Lights
 5. Santa Lights
 6. Pumpkin Lights

Idea Starters

- ***Easier personalization ornaments; mock ornaments***
 - A few different base ornaments that have customizable options such as colors, accessories, gender, personalization
- ***Candy Cane Snake***
 - Snake wrapped around a candy cane; Neal mentioned snakes were a popular request
- ***Expand College Mascots and College Ornament Collection (AKA More colleges)***
 - Possibility of expanding licensing deal into figurines
- ***License deals with popular game characters*** (fortnite, among us, super mario bros aka nintendo) for ornaments
- ***Restaurant Ornaments*** (Starbucks, Chipotle, Skyline, Chick fil a...)
- ***Famous Movie Series Ornaments*** (Star Wars, Harry Potter, Frozen..)
- ***Santa Snowglobe Collection***
 - A line of snow globes featuring numerous different santas that people already love from our ornaments (matching the ornaments almost)
- ***Christmas Kitchenware Accessories***
 - Silverware toppers of snowmen, christmas trees, or santas
 - Santa candy dish or butter dish
 - Wine glass charms
- ***Character Candle Holders***
 - Candle holders that take the shape of notable figures/symbols from according holiday
 - Works for multiple holidays
- ***Halloween Table Toppers*** featuring animals dressed in different costumes
 - Such as a puppy in a witch costume, a cat in a vampire costume, etc.

- **Licensed Horror Movie and Halloween Movie Table toppers**
 - Could light up or make sounds when a button is pressed
 - Hocus Pocus
 - The three sisters flying on a broom stick that could be placed on your mantle or dining table as a centerpiece and conversation starter
 - Horror Movie Villains (Micheal Myers, Saw, Freddy Kruger, Scream, Friday the 13th, etc.)
 - Iconic Horror Movie Characters as table toppers
 - doing classic horror movie activities
 - trick or treating with baskets
 - interacting with each other in a comedic way
- **More breeds of dogs ornaments that can be personalized**
 - Can be customizable so that the consumer can have the option to have the ornament have their dog's name on it
- **Iconic Christmas Movie Characters as table toppers**
 - Toppers play Christmas music when you press a button
 - characters opening presents
 - reindeer pulling santa's sleigh with Rudolph that has a button where you can light up his nose
 - Elves making presents
- **Christmas Villain Characters Table Toppers**
 - The Grinch stealing a Christmas Tree/presents
 - Jack Frost stealing Santa's suit
 - Ebenezer Scrooge with his four ghosts