



WAY MORE

Campaign Tool Kit

Revised 05.12.20

Copy System: Overview

The Way More Copy System works hard to offer both cohesion and flexibility across all Wayfair campaigns, all while telling a unified brand story.

The system achieves this by deploying two tactics:

1. A playful copy structure that centers around the phrase "Way More," allowing for consistency across our various communications.
2. Opportunity to highlight either functional or emotive benefits, as dictated by campaign or channel need.

When used together, we uncover multiple variations for storytelling, bound together by commonalities in language and structure. From quick message bursts to more robust storytelling, the Way More Copy System works to align ourselves with our customer while remaining true to the brand and driving performance.

This is only the beginning.

This system is a living, breathing, ever-evolving entity.

We are excited to kick off the first iteration, and welcome questions, comments, [feedback here](#).

Here's to way more learnings, way more revenue, way more awareness, and way more creative we're all proud of!

Copy System: Benefits

From functional to emotive, and everywhere in between.

Want to focus on a VP? No problem. Want to take a more narrative approach? Also no problem. The **Way More** system allows you to do both.

FUNCTIONAL

Functional Benefit:

- Highlights Wayfair's large and diverse offering, and used to communicate our VPs
- Speaks to the transactional experience
- Quantifiable
- Intended to drive direct response rate

Blended

You can even highlight an emotive benefit of a functional Wayfair VP.

The system's flexibility supports whatever angle you want to take.

Emotive Benefit:

- Highlights what a specific VP or product means to our shoppers on a personal level
- Speaks to the human experience
- Qualitative
- Intended to drive long-term customer loyalty

EMOTIVE

Copy System

SOLO OR SIGN-OFF USAGE

Way More Than Furniture

Spend Less, Get Way More

Taglines: These can be used solo or as the finale to other storylines.

1. Short Bursts

Words or phrases are paired with Way More. The most clear, straightforward way of communicating VPs, classes, and the emotive benefits of Wayfair.

STRUCTURE

Way more _____
(A/lr) more _____

FUNCTIONAL

Way more options
Way more selection
Way more fast & free shipping

EMOTIVE

Way more reasons to say yes
Way more dinners together
Way more deals to love

2. The Buildup

Way More remains a fixed anchor for several functional or emotive benefits, building up to the finale: Way More Than Furniture or Spend Less, Get Way More.

STRUCTURE

Way more _____
Way more _____
Way more _____
Wayfair. Way More than furniture.

FUNCTIONAL/ BLENDED

Way more savings.
Way more options for less.
Way more quality finds that last.
Wayfair. Way more than furniture.

EMOTIVE

Way more dream styles for less.
Way more chandelier looks on a table lamp budget.
Way more getting what you've always wanted, at a price to match.
Wayfair. Way more than furniture.

3. Way More Than Messaging

Can be used to drive home a slew of VPs, or build up to one clear emotive benefit.

STRUCTURE

It's Way more than _____
It's _____

FUNCTIONAL/BLENDED

It's Way more than customer service.
It's 24/7, always-a-human-on-the-phone
customer service.

EMOTIVE

It's Way more than a kitchen table.
It's where your son finally nails algebra.

4. Way More Emotive

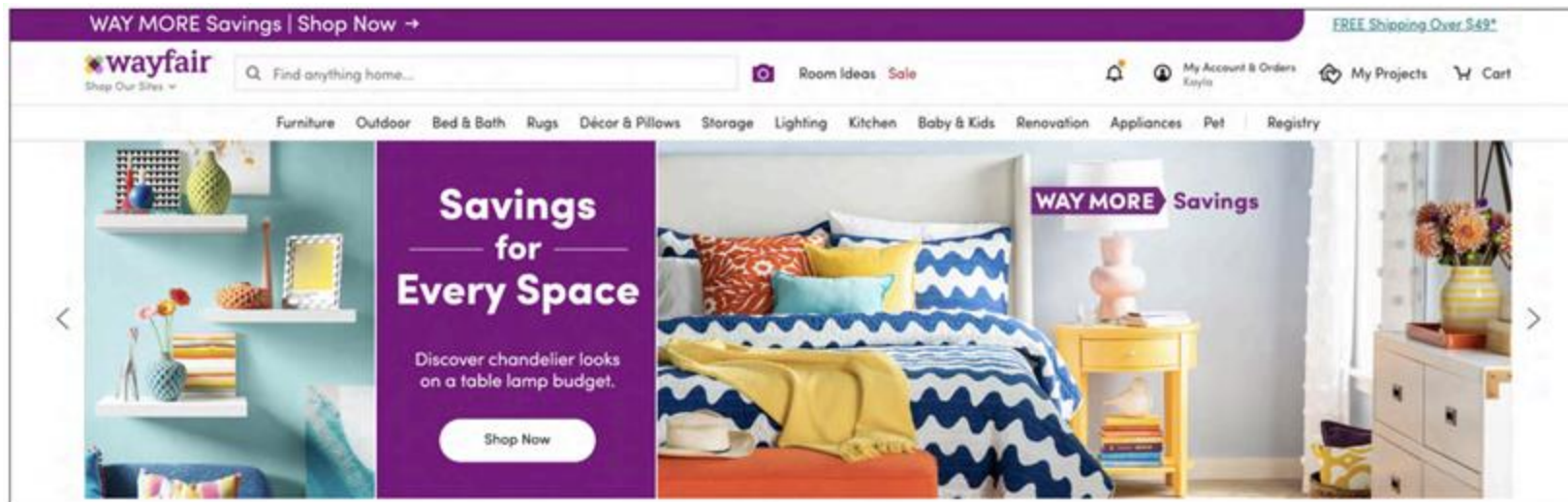
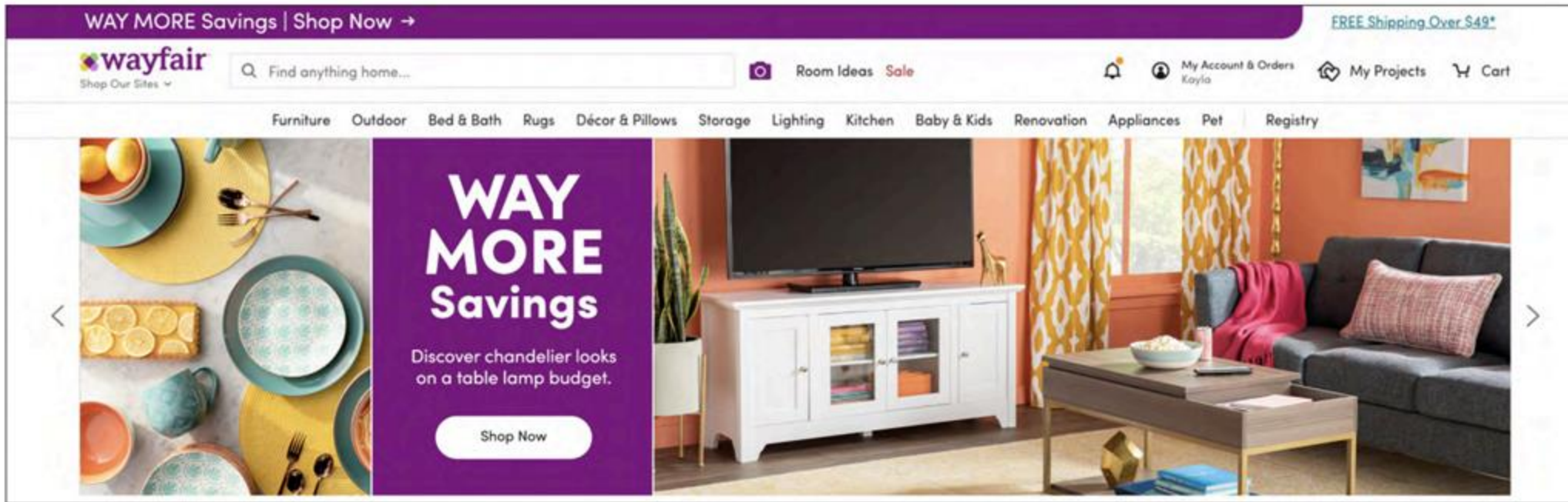
A slightly longer form of the Way More Than structure. Particularly good for highly emotive, narrative messaging.

It's Way More than a sofa.
It's 1,000 movie nights. It's heart-to-hearts.
It's present in hundreds of family photos.
Wayfair. Way more than furniture.

5. CTA

CTA button sign-off integration.

Shop way more _____>
Shop more _____>





| Link Ad



| Display Ad



| Email