



Brand Development & Strategy

Woodie's – “We’re All Homemakers”

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With Risk Comes Reward



- A journey of brand transformation in a fiercely competitive market
- From nuts and bolts to kitchen design and stylish homewares
- From the functional to the truly inspirational
- While staying true to the core ideals of this retail sector
- The *Homemakers* concept raised anxiety and doubt at the boardroom table

Diverse Methodologies Used Throughout



Tracking brand perceptions

Telephone survey across four waves
Awareness, NPS, favourability, affinity
(vs. competition)
Delivery on brand values
Pre & post-launch of brand platform

Evaluation of brand experience

Two waves of exit interviews
& in-store interactive focus groups
The Store Walk
The Trolley Dash
The Show Must Go On



Concept Testing – The Moment of Truth



Woodie's

We're all **Homemakers**

Nine focus groups
with staff, current
and prospective
customers

Forensic testing of
the *Homemakers*
concept and
brand platform

Two creative routes,
branding, logos,
signage

Campaign Evaluation To Assess Impact



Advertising Evaluation

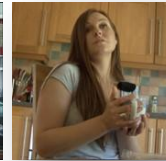
Online survey

Measure advertising awareness,
sentiment and response

Qualitative Brand Review

Focus groups and
Ethnographic interviews

Online pre-tasking



How well did “We’re All Homemakers” land?



- **Core brand metrics all increase**
 - 97% brand awareness; NPS moves from -12 to +18;
 - Trust levels rise to 78%; In-store, 85% noticed a change
- **New brand platform resonates strongly and reflects both perceptions and experience**
 - Goodbye Irish mammy – *“It’s relevant, bringing a new idea up to date”*
 - ~~“We Are Homemakers.”~~ *“Homemakers”*. *“We’re All Homemakers”*
- **Creative concept delivers**
 - Inclusivity – a store for everybody, real and believable
 - Triggers brand reappraisal, increases brand affinity and prompts store visits

A Wide-Ranging Impact Across Stakeholders



- On the BRAND – enhanced, modernised and inspiring
- On PERFORMANCE – key metrics all up YoY including sales and operating profit
- On the STORES – an experience that is consistent with the strategy
- On COLLEAGUES – staff proudly wearing the message and leading the market
- On CUSTOMERS – now describe brand as inclusive, collaborative, aspirational and clever

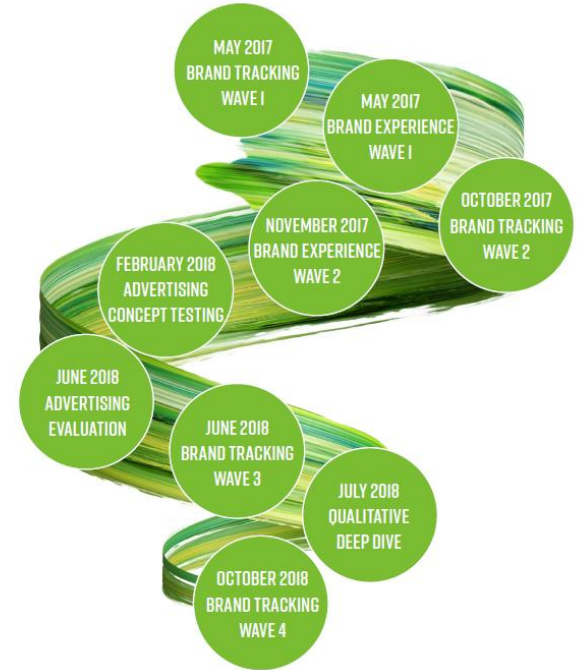


How to execute this celebration in a meaningful way

30 YEARS



We're all Homemakers





Thank You

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