

BRAND PLATFORM

Brand Personality

Villa Hallmark's primary brand archetype is that of the Creator, whose motto is, "if you can imagine it, it can be done." The Creator's driving desire is to create things of enduring value; therefore he develops the control and skill to realize that vision. Creator brands promote self-expression, give customers choices and options, and help foster artistic design.

The secondary brand archetype is the Hero, whose motto is, "where there's a will, there's a way." The Hero's goal is to attain expert mastery in a way that improves the world, or in Villa Hallmark's case, the customers' world.

Brand Mission Statement (For Internal Purposes)

Villa Hallmark will continue to build and improve its resources—technology, facilities, customer service, and what it knows about the market—so customers have no doubt they can rely on Villa Hallmark's lead times, outstanding service, and environmentally-responsible craftsmanship.

Brand Values

- ❖ Foster artistic design
- ❖ Create relationships of enduring value
- ❖ Mastery, expertise, craftsmanship

Brand Essence - Reason for being

Villa Hallmark lives to provide outstanding customer service and expertly-crafted upholstered furniture.

Brand Promise

Only Villa Hallmark leverages state-of-the-art technology to carefully craft any style, size and type of upholstered furniture for the hospitality, senior living and public seating industries.

Brand Logo



The orange color RGB is:

R 243
G 143
B 30

Brand Tagline - A tagline should encapsulate in a few words the best of what your company does for your audience.

- ❖ Your Vision + Our Craftsmen

BRAND PERSONAS

Persona Name:	Debbie Designer	Pat Procurement
Background Job title, how they influence design process	Debbie is vital to the design process because she specifies furniture appropriate for not only aesthetic design, but to improve the quality of life of the person enjoying the space. Trends effecting Debbie's industry: <ul style="list-style-type: none"> Healthcare facilities increasingly accommodate families in their space and have safer working environments for staff. Hotels increasingly include digital technology and accessibility in their environments. Consumers expect public spaces to serve as extensions of their homes and offices, while still needing privacy 	Once VH has a relationship with procurement, they are likely to give VH the opportunity to bid on a project. Trends effecting Pat's industry: <ul style="list-style-type: none"> Hotel and Travel industries continue to show strong signs of improvement. Commercial real estate industry continues to show signs of growth and stability. Office Furniture market expected to grow 7.6% in 2015.
Demographics Gender, age, income, location	<ul style="list-style-type: none"> Female Age: 37 Works for architectural firm 	<ul style="list-style-type: none"> Female Age: 34 has commercial interior design experience
Identifiers Characteristics, important behaviors, communication preferences	<ul style="list-style-type: none"> Member of ASID Been in the business 14 years Uses websites like Pinterest to research images for projects Loads images and project specifications into project management software, like Wecora Board, to track expenses 	<ul style="list-style-type: none"> Uses websites like Pinterest to collect images Has a Facebook account COLLECT MORE DATA OVERTIME
Goals Primary and secondary	Debbie's goal is design functional and beautiful spaces that utilize the growing trend of integrating technology with interior design. She also wants the furnishings to be delivered as expected.	Pat needs the product on time, at spec and for a reasonable price.
Challenges Primary and secondary	Finding a quality manufacturer that can produce a product of enduring quality. Need product on time, at spec and for a reasonable price.	Finding a reliable manufacturer that can produce a great-looking, quality product that is delivered on time, at spec and for a reasonable price; with consistent communication from customer service.
Our Solution ... to our persona's challenges	State-of-the art facility provides customers with a high-level of service and execution.	State-of-the art facility provides customers with a high-level of service and execution. Dedicated customer service department.
Website Strategy Describe how the website creates engagement and builds brand awareness	To build brand awareness and engagement with our target market, the website serves as a central point of introduction, and ongoing engagement, with enhanced tools and visual aesthetic. Robust search/filter functions allow easy navigation to products and images My Workbook helps interior designers collect and organize pics for projects, and to share with clients.	To build brand awareness and engagement with our target market, the website serves as a central point of introduction, and ongoing engagement, with enhanced tools and visual aesthetic. Robust search/filter functions allow easy navigation to products and images My Workbook helps procurement professionals save products they order often, and to share with clients.

Secondary Brand/Website Users

- Installation Companies: these are local companies that may refer procurement professionals or interior designers to Villa Hallmark's website.
- Small commercial property owners may find website while researching the purchase of new furniture. This segment does not hire designers or procurement companies to perform this duty.

MESSAGING PLATFORM

Remember; start with the Villa Hallmark brand.

- Brand Personality: Creator - Craftsman
- Brand Values: Foster artistic design, create relationships of enduring value
- Differentiation: Strategically use state-of-the-art technology to bench-produce fine furniture
- Brand Voice: friendly and consultative

SEO Keywords

- commercial upholstery furniture
- FF&E: furniture, fixtures and equipment/accessories
- Senior, Assisted Living Furniture

Brand Persona: Debbie Designer		
Brand Messaging - Evergreen statements about Villa Hallmark; can be used in a variety of channels to reach Debbie.		
<ul style="list-style-type: none"> • You've promised to create a memorable space of enduring quality, and we are proud to help you deliver on that promise. (120 characters) • Whether it's [insert goal] or [insert goal], our craftsmen work with you to make your artistic vision a reality. (115 + characters) • The craftsmen operating our state-of-the-art facility provide our customers with the highest-level of service and execution. (126 characters) • Villa Hallmark gives form to your vision. (43 characters) 		
Specific Messaging by Industry		
Hospitality	Senior Living	Public Seating
For over 30 years, Villa Hallmark has carefully crafted unique, innovative and sustainable designs for hospitality interiors. Our craftsmen bench-produce your custom furniture to eliminate imperfections and deliver on your vision. (225+ characters)	Our experience working with senior living custom designs is unmatched in the industry. In fact, 95% of our work is from repeat clients. Villa Hallmark craftsmen bench-produce your custom order to seamlessly incorporate the safety, comfort and functional needs of a senior living residence into your elegant furniture designs. We understand the trends influencing your designs, and work with you to deliver on your vision. (416+ characters)	The commercial spaces you design promise to transform how people connect and collaborate. Our craftsmen understand your vision and proudly work with you to maintain elegant design without sacrificing functionality. (214 characters) Sustainability is core to our mission therefore our shop uses recycled and recyclable materials with energy-saving fabrication and recycling methods to reduce our environmental impact throughout the lifecycle of our products. (238 characters)
Specific Messaging by Product		
Craftsmanship	Our Facility/Sustainability	My Workbook
Upholstery is bench-produced to eliminate imperfections. Modern manufacturing capabilities combined with quality craftsmanship enable Villa Hallmark to produce fine quality furniture. Accents and details are applied by hand by one of our craftsman.	Modern manufacturing capabilities combined with quality craftsmanship enable Villa Hallmark to produce fine quality furniture. Our shop uses sustainable, recycled and recyclable materials with energy-saving fabrication and recycling methods to reduce our environmental impact throughout the lifecycle of our products.	Easily collect and organize images to save and share. Collect inspiration to craft your custom furniture. Features: <ul style="list-style-type: none"> • Save finishes, product images and specifications, and Installation photos for inspiration. • Drag and drop your Workbook images into your project management software.

Brand Persona: Pat Procurement

Brand Messaging - Evergreen statements about Villa Hallmark; can be used in a variety of channels to reach Debbie.

- Whether it's [insert goal] or [insert goal], our craftsmen work with you to make your artistic vision a reality. (115 + characters)
- The craftsmen operating our state-of-the-art facility provide our customers with the highest-level of service and execution. (126 characters)
- You can rely on Villa Hallmark's dedicated customer service department to provide consistent communication on each order.

Specific Messaging by Industry

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<p>For over 30 years, Villa Hallmark has carefully crafted unique, innovative and sustainable designs for hospitality interiors.</p> <p>You can rely on Villa Hallmark's dedicated customer service department to provide consistent communication on each order.</p>	<p>Our experience working with senior living custom designs is unmatched in the industry. In fact, 95% of our work is from repeat clients.</p>	<p>Sustainability is core to our mission therefore our shop uses recycled and recyclable materials with energy-saving fabrication and recycling methods to reduce our environmental impact throughout the lifecycle of our products. (238 characters)</p>

Specific Messaging by Product

Craftsmanship	Our Facility/Sustainability	My Workbook
<p>Upholstery is bench-produced to eliminate imperfections.</p> <p>Modern manufacturing capabilities combined with quality craftsmanship enable Villa Hallmark to produce fine quality furniture.</p> <p>Accents and details are applied by hand by one of our craftsmen.</p>	<p>Modern manufacturing capabilities combined with quality craftsmanship enable Villa Hallmark to produce fine quality furniture.</p> <p>Our shop uses sustainable, recycled and recyclable materials with energy-saving fabrication and recycling methods to reduce our environmental impact throughout the lifecycle of our products.</p>	<p>Easily collect and organize images to save and share.</p> <p>Save images of products you order or recommend often for easy access.</p> <p>Features:</p> <ul style="list-style-type: none"> • Save finishes, product images and specifications, and Installation photos for inspiration. • Drag and drop your Workbook images into your project management software.