



## PEPPERFRY ENCOURAGES INDIANS TO BUY FURNITURE ALL-ROUND THE YEAR

Pepperfry.com India's No.1 Furniture & Home Products marketplace has launched a new marketing campaign based on the unexpected premise of "don't wait for Diwali". Via this campaign Pepperfry is informing customers that there is "always" great value available on Pepperfry.com and customers need not post-pone their big-ticket furniture purchases to annual events like the Diwali festive shopping season.

One of the core consumer benefits that Pepperfry delivers to is - always providing great value. By working directly with and bringing more than 10000 small and medium furniture manufacturers online on one platform over the past 5 years Pepperfry has ensured that benefits of proximity to source and of scale are derived with great efficiency and passed onto consumers.

Pepperfry is India's largest furniture marketplace today built on the propositions of – great value, the largest variety and best in class customer service levels. This has helped them to ship more than 3 million items of furniture and home products over these few years and establish a strong engagement with more than 2 million customers. These relationships have translated into superior understanding of customers and gives them the ability to mine relevant insights.

The new campaign is based on the insight that customers often post-pone purchasing big ticket furniture items to annual events like Diwali. Data supports this insight, typically almost a quarter of the annual sales in this category, at an industry level, happens in the festive season. The reason that consumers post-pone and concentrate their purchases in this manner is due to a (mis)perception that manufacturers and retails offer more 'value' during these periods. As mentioned above this perception does not hold true for Pepperfry, which has the ability to and does deliver great value through the year.

### IN BRIEF

#### CREATIVE EXECUTIONS

2 Films – 1 of 40s and 1 of 30s

#### CREATIVE AGENCY

Law & Kenneth Saatchi & Saatchi

#### DIRECTOR

Rahul Nangia

#### PRODUCTION HOUSE

100 Frames

This "don't wait for Diwali" campaign therefore addresses this consumer perception head-on and presents the Pepperfry "always available value" proposition as the solution.

This campaign comprises 2 creative executions which will be aired across television channels, multiplexes and digital media. The total outlay for the month long campaign is Rs 10 crore.

The films have been conceptualized by Land Kenneth Saatchi and Saatchi that convey the message using real-life situations that consumers' face to persuade them to act now instead of waiting to buy things they really need.

Talking about the TV Commercial, Debarjyo Nandi, Vice-President Law and Kenneth Saatchi and Saatchi says, "We are looking to recreate the success of last year's 'Why wait for Diwali' campaign which resulted in sustaining sales in the pre-Diwali lean period. With the euphoria around Diwali offers the larger population tends to postpone their shopping till Diwali with the hope of getting a better deal, even on

things they really need and need them now. We hope to shift behaviour with Pepperfry's all-year round value proposition."

Commenting on the new campaign Kashyap Vadapalli, CMO Pepperfry, said, "Through our experience we have observed that furniture purchases are similar to shopping for consumer durables where a sizeable amount of sale concentrated around Diwali season. We did a campaign last year at around the same time that had the same concept - of not putting off furniture purchases till Diwali – with a very different treatment. By re-iterating the same concept again this year in mass media we are aiming to build this into a 'property' that can create an additional 'event' for Pepperfry to drive engagement and sales. "

He added, "The campaign is well timed to capitalize on the occasion of 15th August which has become an important retail shopping event for consumers. So, purely from a consumer mind-set perspective, this is a good period to generate greater demand for Pepperfry furniture."

TVC Links

<https://www.youtube.com/watch?v=Ofj8O03r6AQ>



<https://www.youtube.com/watch?v=EPcQZQYNUDE>

#### Pepperfry.com FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the moon and back in a year!



30,000 Trees have been planted by Pepperfry through its partnership with the Grow Trees Foundation

#### About Pepperfry.com

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.