

# Balsam Hill Spring/Summer 2021

Campaign Style Guide

Last Updated Feb 9, 2021

**BALSAM**  
BRANDS

CONCEPT

# CELEBRATE THE SEASON

Early Spring | Spring 1 | Spring 2 | Summer  
Feb 1 – May 30

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## CELEBRATE THE SEASON

### CONCEPT IDEA

Inspiring moments of joy and optimism, we'll focus on "what matters most," with an emphasis on the beauty of spring and summer. By creating a vibrant oasis filled with seasonal colors and blooms, we'll inspire our customers with ideas to brighten their season and bring joy to their homes. To do this, we'll highlight the beauty and quality of our products using photography and value icons.

### MESSAGING STRATEGY

As the authority in faux florals and décor, we'll share decorating tips for creating a beautiful spring home, supported by designer favorites and seasonal messaging. As her trusted resource, we want to make it easy and encourage her to come back for useful style advice and inspiration. We'll give her tips on the versatility of our florals, styling options, and ways to share joy.

### HEADLINE INSPIRATION

1. **Early Spring:** Spring Is In Sight
2. **Spring 1:** Sunny Days Ahead
3. **Spring 2:** On the Bright Side
- 4 **Summer:** Forever in Bloom



## CELEBRATE THE SEASON

### ATTRIBUTES

- Focus on Spring as a time for new beginnings, filled with endless possibilities and beauty.
- Inspire the customer to purchase the full collection.
- Feature 1 BH Difference (Outdoor Safe + UV Protected Icon)
- Show brand loyalty: Customer Reviews



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## KEY VISUALS

**SPRING**  
*is in* **SIGHT**



Early Spring

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**SPRING IS IN SIGHT**

**SUNNY DAYS**  
*ahead*



Spring 1

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**SUNNY DAYS AHEAD**

*on the*  
**BRIGHT SIDE**



Spring 2

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**ON THE BRIGHT SIDE**

**FOREVER**  
*in* **BLOOM**



Outdoor Spring / Summer

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**FOREVER IN BLOOM**

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## MESSAGING EXAMPLES

### SPRING IS IN SIGHT

#### Spring is in Sight

Greet the season with a welcome refresh.

#### Bring Spring In

With the new season comes endless possibilities.

#### Bloom Where You Are

Create a refreshing oasis right at home.

#### Celebrate Every Day

Set the table for joyful occasions, big and small.

### SUNNY DAYS AHEAD

#### Sunny Days Ahead

Make home your happy place, inside and out.

#### Bring Out Your Sunny Side

Brighten all your celebrations with a burst of color.

#### Springtime Favorites

See what's in bloom this season.

#### The Perfect Match

Create harmony at home with coordinating styles.

#### Make Easter Easy

Color your celebration with cheerful faux florals.

### ON THE BRIGHT SIDE

#### On the Bright Side

Turn any space into a sunny escape.

#### The Spring Shop

Time to enjoy the gifts of the season.

#### Into the Garden

Surround yourself with the beauty of spring.

#### The Patio is Open

Elevate al fresco dining with a charming display of florals.

#### Brighten Mom's Day

Show her how much you care this Mother's Day and every day.

### SPRING IS IN SIGHT

#### Forever in Bloom

Enjoy springtime anytime with beautiful faux flowers.

#### Shine On

Your favorite sun-kissed blooms are in season all year.

#### Make Life a Picnic

Create a carefree summer with florals crafted to last.

#### A Change Of Scenery

Transform your space into the perfect getaway and stay home.

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*Note: These are examples of the direction copy could sound like for each drive time. Exact copy will be created per each channel's objectives specified on their Trello card.*