

Balsam Hill International Holiday 2021

Style Guide | UK, AU, DE, & FR

Last Updated September 14, 2021

Holiday 2021

BH Difference 1.0: 8/24/21 – 9/28/21

BH Difference 2.0: 10/12/21 – 1/31/22

UK, AU, DE, & FR

BH DIFFERENCE 2.0

To everything there is a season, and Christmas is a time to fill your space with joy. We want our customers to have the merriest season. Choosing the perfect centerpiece for their celebrations is the best way to bring festive cheer home and make it the most wonderful time of the year. While our imagery expresses the warmth of the season, our copy will educate customers on our product benefits.

MESSAGING STRATEGY 2.0

We'll reinforce why we're the industry leader in artificial Christmas trees. We'll educate our customers on what makes our ACTs superior to real trees and competitor ACTs. And we'll share how that will make a big impact on their Christmas. The bold headlines can stand alone for mobile and smaller assets, and the sub-copy supports our brand value props: Realism, Craftsmanship, Innovation, and Convenience.

COPY FOR ALL GEOS

OVERARCHING COPY:

Crafted for Realism. Designed to Last.

Balsam Hill trees are inspired by nature and created with passion.

VALUE PROP COPY:

True to Nature

With lifelike colours, shapes, and foliage, see why you'll love your next tree.

Lasting Craftsmanship

Discover the meticulous detail crafted into every Balsam Hill tree.

Unparalleled Innovation

Find your perfect tree from the industry leader in Flip Tree® and LED light technologies.

UK/AU ONLY

Instant Christmas

From pre-strung lights to simple setup options, enjoy all the conveniences.

DE/FR ONLY

Instant Christmas

From easy delivery to no messy needles, enjoy all the conveniences.

KEY VISUALS - Realism



KEY VISUALS – Craftmanship/Quality



KEY VISUALS – Innovation/Convenience

