

Berkowitz

Berkowitz Furniture
A furniture family



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Demonstrates.

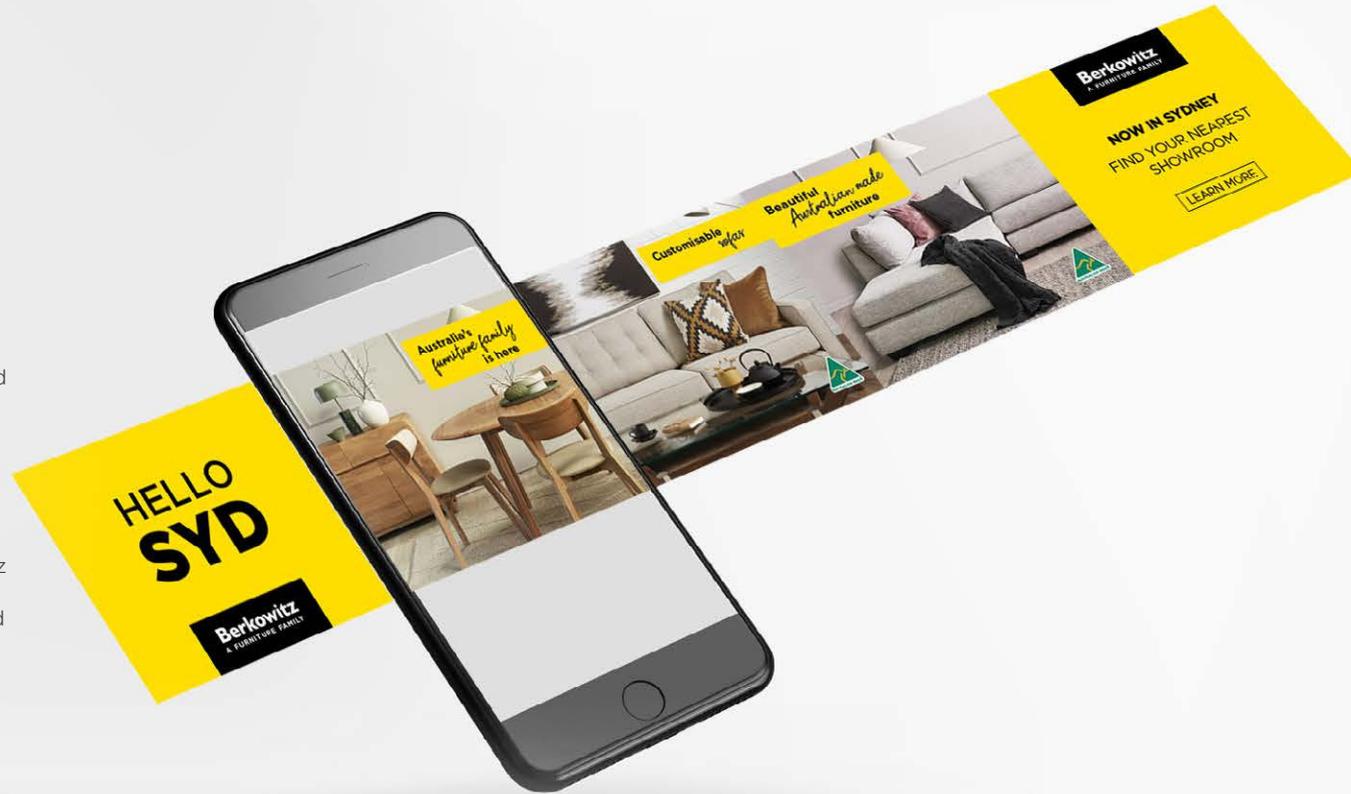
- Strategic communications expertise
- Brand revitalisation and creative
- Excellence in retail communications
- Social and digital expertise
- Digital media buying skills
- Strong POS creative and design.

The challenge.

Berkowitz Furniture was struggling in the face of increasing competition from listed retail giants such as Nick Scali, Plush, Harvey Norman and Domayne.

Unable to match the share-of-voice of these national retail brands, Berkowitz Furniture had lost market share and brand presence.

Our brief was to amplify the Berkowitz brand promise and help the brand 'play above its weight' in the crowded 'big box' furniture market.



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Our response.

After spending time with the brand, DPR&Co recommended a repositioning approach based on 3 key Berkowitz attributes:

- The fact that, as a family business, Berkowitz was a trusted expert brand with a high care factor
- The quality and comfort of its products; and
- Berkowitz's almost unique support of local manufacturers

We also identified that the 'Berkowitz furniture family' applied not simply to Peter Berkowitz's brood, but also extended to a family of staff suppliers and even customers.

Beginning on a small scale and ramping up over a 12-month period, we began to re-position the brand.

A new colour palette, new tone of voice, a re-vamped display approach, better lit displays, redesigned ticketing and signage followed.

A social and digital media takeover saw the DPR&Co team drive accelerated growth in engagement and reach.

Recently establishing a presence in New South Wales and South Australia, DPR&Co managed the rebranding and re-launch of the acquired locations.





Online video
<https://vimeo.com/572910361>

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The result.

DPR&Co contributed to a dramatic increase in sales and full order book along with the successful launch of the interstate stores.

Anecdotal evidence shows the highest levels of growth among a younger audience (35-55 years old).

Client	Berkowitz Furniture
Product	Brand repositioning and retail campaigns
Audience	Victoria, NSW, SA
Channels	FTA, BVOD, digital, radio, social, POS, collateral
Deliverables	TVC/OLV, radio ads, instore signage and ticketing, store design/branding, digital, social, paid search.
From brief to live	3 months and ongoing
Performance	Record sales, full order books, successful interstate launches.

