



POTTERY BARN CREATES NEW CONSUMER TOUCHPOINT

POTTERY BARN

FOUNDED IN 1949, Pottery Barn today markets more than home furnishings. It sells a lifestyle—one complete with stylish decorating ideas, effortless entertaining tips and the perfect gift for every occasion. The company’s visually stunning retail showrooms and catalogs create a special ambience, inviting customers to design their own Pottery Barn experience at home.

The company’s success largely hinges on its ability to artfully and consistently curate its brand. With the Brandlive platform, they’ve been able to extend their reach even further—right into the comfort of their customers’ homes.

PRODUCT EXPERTS SET THE STAGE

POTTERY BARN ENGAGES with customers using the mix of interaction components unique to Brandlive: live video, social interaction and e-commerce features. Their first events focused on ideas for holiday decorating, entertaining, gifting and cocktails.

During the Brandlive-based events, Pottery Barn experts and guest designers shared ways to adorn the home, showcasing Pottery Barn products that viewers could click to buy right from their broadcast windows—everything from garlands and candles to barware and bathrobes. Members of the audience submitted questions and comments via live chat and Twitter, which the designers could

SAMPLE AUDIENCE COMMENTS MADE DURING THE LIVE EVENTS

“Want it all! Love Pottery Barn and all your fun ideas!!”

RITA K., Colorado

“This was great, thank you. Can’t wait for the next one!”

LIESL, Minnesota

“This presentation is awesome.”

SHEILA, Palm Harbor, FL

“I love Pottery Barn and love their decorating ideas.”

LIZ NYMAN, Connecticut

“Would love more live events.”

JANET HENRY, San Antonio

“More LIVE events please!!!”

TRISH DAVIDIAN, Orange County, CA

then respond to during the live video feed. In some sessions, Twitter commenters were entered in a drawing for a \$250 gift card.

Expert mixologists were on hand to walk viewers through creating festive cocktails using Pottery Barn shakers and glasses.

Customers could even print recipes right from their broadcast windows.

RESULTS

POTTERY BARN HAS CREATED a new middle-ground consumer touchpoint between their physical stores and their online store, bringing key benefits of both to the experience.

With each event, the company saw its number of registrations, comments and product clicks increase dramatically.

Pottery Barn succeeded in making viewers feel like they had one-on-one time with the company’s designers. The comments revealed that the audiences were engaged and excited about future broadcasts.



FROM THE FIRST BROADCAST TO THE FOURTH: INTERACTIONS DRAMATICALLY INCREASED

→ 329%
PRODUCT CLICKS

→ 945%
REGISTRATIONS

→ 3,819%
COMMENTERS

→ 4,717%
COMMENTS