



# A research-based approach to fitted kitchen marketing in the UK

360° Integrated Marketing Solutions



# Purpose of the research?

- Kitchen buyers are avid consumers of advertising, but often they don't like what they see. Our research based approach to advertising gives retailers a better understanding of their customer and what they're thinking.
- We carried out a series of focus groups among the core mid-upper market demographic of ABC1 women aged 35-55.
- The following presentation summaries our findings, for in-depth results please contact us direct.

# Who made up the focus groups?

- ABC1 women
- Age 35-55
- Had recently bought or were in process of buying a new kitchen
- 4 groups
- 6 people per group

# Key results: what does your kitchen mean to you?

- Gives me a feel good factor – ‘I’m extremely proud of my kitchen’
- Builds self-esteem
- Entertainment and family room
- Social and focal point of the home, where most time is spent
- ‘I spend 85% of my time in here, it’s my favourite room’
- They are willing to spend – average UK kitchen is worth £22,410 whereas average spend on living room is less than £7,000. (source Living Etc, March 2007)

# Key results: how did you research your new kitchen?

- Recommendation / experience
- Read magazines avidly. Popular choices included House & Garden, Homes & Gardens, kitchen specific titles
- Took up to six months over the decision
- 50% of partners involved in decision
- Had not purchased a kitchen in many years
- Amazed at advances in design and technology. Length of time between purchases was as much as 20 years

# Key results – reactions to adverts

(Groups were shown a variety of recent kitchen adverts and mock ups

- Models used within ads were a big turn off – too young, intimidating or detracted from kitchen.
- Individual designers meant nothing to the consumers apart from in a purely local context
- Abstract ads confused them and were disliked and ignored. Consumers like to see the ‘wow factor’ of the kitchen.
- Kitchen shots often too cold and impersonal
- Preferred ‘real’ shots – warmth
- Copy was read and they expected it to reassure them rather than excite them, the image should excite them

# Key results: what do they want to see in an advert?

- Distributors – where are your retailers?
- Telephone number
- Website address
- Largish type
- Attention grabbing headlines
- Images of warm, working kitchens, with the wow factor

# Key results: customer service / showroom experience

- Showroom welcome / designer approach crucial
- Many found some showrooms to be too cool or trendy, with people in power suits, this intimidated them
- Did not like to be followed around the showroom or feel hounded
- Wanted someone knowledgeable and intelligent on hand to ask questions to, someone who made them feel comfortable
- Providing the whole package e.g. flooring, worktops, installation etc. was very important

# What is 360°?

- Established 2001
- Public relations, advertising, marketing consultancy
- State-of-the-art design studio
- Strong experience in UK kitchen, bathroom and housing markets – ALNO, Paula Rosa, Lec, Drummond's, Bradbury's, New Homes Marketing Board, David Wilson Homes, Cala Homes

360°

# Contact us

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