

Introducing a sweet new treat, 1-800-Flowers® Cupcake in Bloom So sweet, they'll sell by the dozen!



17731 – 1-800-Flowers® Cupcake in Bloom
\$24.99

1-800-Flowers.com Fulfillment Rewards!

Receive 100% of the \$24.99 retail price of 1-800-Flowers® Cupcake in Bloom, providing you with the same margin as a \$39.99 product!



Marketing Support

In keeping with the tradition of best-selling designs that capture the imagination of the customer, 1-800-Flowers.com introduces 1-800-Flowers® Cupcake in Bloom, the first installation in a new sub-brand of cupcake-themed products.

Marketing & Public Relation Plan

1-800-Flowers® Cupcake in Bloom 2008 Fall Campaign

Marketing and Merchandising

Perfect for the top-selling birthday occasion, 1-800-Flowers® Cupcake in Bloom is sure to awaken a whole new generation to the joys of providing a fresh and thoughtful floral gift. Designed to appeal to “the kid in all of us,” 1-800-Flowers® Cupcake in Bloom, capitalizes on the nationwide cupcake craze and offers a unique design and style to appeal to new, younger customers. 1-800-Flowers® Cupcake in Bloom will be used to acquire new and younger customers to the floral industry and present a product that captures their imagination at a price they can afford!

Objectives

- To capitalize on the renewed interest and growing appeal of cupcakes.
- To attract a new, younger (and incremental) consumers.
- To provide a proprietary and differentiated product with a unique brand design and package.
- To provide BloomNet Professional Florists the margin of a \$39.99 product with a consumer price of \$24.99.
- To refresh the Birthday Collection, the biggest unit-driving occasion at 1-800-Flowers.com.
- To capitalize and extend the collection on 1-800-Flowers.com core best-selling novelty product, the Birthday Flower Cake™.

Offline & Online Media Efforts

- Top feature arrangement in Interactive (online) and Direct Marketing (E-mail and catalog) merchandising efforts to drive new customer acquisition and growth to Florist Designed Core Product Line. These efforts will reach over 30 million customers!
- First installment in cupcake-inspired merchandise offerings in a unique and fun branded online boutique at 1-800-Flowers.com.
- Perfect pre-made gift at a high velocity price point to have on hand to drive retail customer conversion and sales.
- Feature arrangement in 1-800-Flowers.com Holiday catalogs reaching over 2 million customers.
- Integrated Public Relations and Outdoor media campaign (key markets).