

WILLIAMS-SONOMA

Wedding Registry

A photograph of a green gift box with a light green polka-dot ribbon tied around it, resting on a white computer keyboard. The gift box is the central focus, with the keyboard keys visible in the foreground and background. The entire image is framed by a light blue border with a dashed white line.

LET'S CREATE Your HOME

MEDIA PLAN

The Agency: TRIP-K

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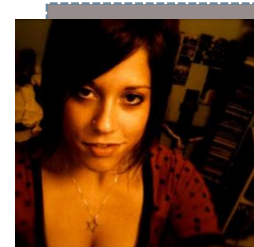


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“You’re Invited”



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WILLIAMS-SONOMA Wedding Registry

1

- **The Store is Yours**
- **Benefits of creating a registry with Williams-Sonoma**
 - Thank-You Note Manager
 - Expert Guidance
 - Private Bridal Registry Events & Appointments
 - Effortless Management
 - Completion Discount
 - Returns & Exchanges
- **Online and In-Store Accommodations**
- **Personal Consultation**



Executive Summary

“Popping the Question”

When couples become engaged, planning everything that revolves around a wedding can be overwhelming and hectic. Creating a gift registry that encompasses all of a couples' desires while fulfilling their needs should be the least stressful aspect of wedding planning. With this, the question arises of: where to register and why?

As registries are becoming more informal, representing a simple checklist of irrelevant products, the desire to find a meaningful and classy registry has arrived. Williams-Sonoma is the epitome of this description with an array of imported products, personalized advice, and demonstrations. The registry needs a larger share of voice so consumers can become knowledgeable of the various benefits of a Williams-Sonoma wedding registry. Considering brides typically establish the wedding registry, a media plan with an allocated expenditure of \$15 million towards a national campaign will cater the message amongst potentially and newly engaged women with established wealth. This allows for access of the registry both in store and online. Effective media vehicles to reach this demographic will be composed of \$6.1 million in print media of bridal and other related magazines, \$5.1 million in cable within specialty kitchen and home categories, as well as \$340,000 spent in Internet banner ads and keyword searches. In addition to this \$100,000 will be allocated to the sweetheart honeymoon sweepstakes.

As research has determined the most popular time to “pop the question” tends to surround the holiday season, a media plan expected to kick off before and during these months will strike while the irons hot, delivering a message during the most common periods of engagement. The media plan will achieve a reach of 75% and an average frequency of 3.5, accumulating 263 GRPs on average.

A promotional strategy that consists of giving away the ultimate dream honeymoon from a pool of registrants at the end of each month encourages brides to register with Williams-Sonoma. Newly engaged women will become acquainted with the prestigious image associated with Williams-Sonoma, but also realize the culinary benefits in registering with such a personalized and loyal brand. In turn, guests will feel more comfortable in the fact that they are purchasing relevant, extensive, and needed kitchenware for the newlywed couple and not meaningless goods.

Company Analysis

“Find Your Perfect Match”

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Founded in 1956, Williams-Sonoma Incorporated is the parent company to outsourced brands including Williams-Sonoma Home, Pottery Barn, Pottery Barn Kids, PB Teen, West Elm and Hold Everything; all operating under the “premium brands, quality craftsmanship, exceptional service” motto. Williams-Sonoma’s corporate headquarters is stationed in San Francisco, California. There are 560 retail stores under the brand spanning the United States coast to coast, 255 specifically Williams-Sonoma, as well as five mail-order catalogs circulation.

Williams-Sonoma and its 255 retail stores and its online store offer upscale, home-oriented customers everything they ever want or need for the home. These needs include décor, household appliances, and even do-it-yourself demonstrations. Williams-Sonoma offers thousands of products from around the world that the home oriented consumer could use for any occasion where food preparation and display is involved. All of these fine products are also available for selection in the gift registry. Brands sold under Williams-Sonoma are considered the finest quality European and American made goods, consisting of Ruffoni cookware and Wustof cutlery sets. Much of these brands are not available for purchase at other similar retail stores.

Purchasing habits have proved Williams-Sonoma to be a success regardless of their share of voice in traditional media. With quality goods come a higher price than some are willing to pay on a whim; therefore, it is a high involvement product. Though, as previously stated loyal customers with an established income are willing to pay for high cost products largely because of the quality that is associated with them. With the array of cooking and baking classes offered, as well as exhibitions and celebrity in-store demonstrations, it is believed that the physical use of its housewares is the most effective way to advertise the value of the product to its consumers. Williams-Sonoma has a ‘keeping up with the Jones’ attitude behind its brand with its offering a comfortable lifestyle through its products.

Current Advertising Methods:

Through past marketing strategies, Williams-Sonoma has been able to use its retail stores, brands, and proprietary database for a predominantly direct marketing effort, providing loyal customers with products and culinary ideas delivered to them directly. The marketing for this corporation is largely non-traditional and does not include the mass media of broadcasting (network television, cable television, nor radio) or major print campaigns. Spots on CBS's *The Early Show* included a Williams-Sonoma demonstration segment for "The 5-Minute Cooking School" and "The Perfect Valentine's Day" in 2005, but there was no further broadcast advertising. However, considering Williams-Sonoma's lower share of voice in traditional media, the company has fared extremely well, portraying the many existing loyalties and fan base of returning customers.

Considering its sustained loyalty, Williams-Sonoma operates on a word of mouth, catalog, online, and promotional event media plan. Williams-Sonoma's primary cookware catalog, *A Catalog for Cooks*, "is an annual catalog circulation of roughly 175-million that source from roughly 18-million mail-order and retail households." Every customer is categorized by purchase type (in-store, online, or mail-order) within the database so that advertising ideas and practices to maintain customers can be strategized properly for company growth and brand expansion. This focus strictly gears to the target consumer and his or her past actions. Going along with attempts to break into print, Williams-Sonoma designed a registry insert for an issue of *Martha-Stewart Living* magazine. This was a mutually beneficial co-sponsorship campaign that influenced Williams-Sonoma placement among an extremely similar market composition.

The online experience is important to Williams-Sonoma because society is increasingly becoming adapted to technology. Williams-Sonoma launched its Wedding and Gift Registry in 2000 so participants of events could easily shop and make a wish list from the comfort of their own home. Also because event planning—especially weddings—is overwhelmingly detailed, Williams-Sonoma makes the part of picking out presents the most pleasing as possible by offering a personal consultation for every couple that desires the quality and prestige of a Williams-Sonoma gift registry.

Sales, Shares, & Goals:

Due to the present economic recession, the net revenue for quarter-two in 2008 for Williams-Sonoma Inc. decreased 4.6% to \$819.6 million, which is a large decrease from the quarter-two in 2007 results of \$859.4 million. Predictions for quarter-three of the fiscal year 2008 are now ranging from \$802 million to \$820 million with the results from quarter-two in mind. This is a drop in previous prospective of \$869 million to \$887 million, and a net revenue drop of roughly 10.4% to 8.4% from quarter-three fiscal year 2007 results of \$895 million. This poses a threat to Williams-Sonoma, as they cut budgets for advertising in order to compensate for expected losses. Where retail and direct-to-consumer net revenue has decreased up to this point, Internet alone had an “increase of 11.7% to \$265.2 million in net revenue;” up \$28.7 million since quarter-two 2007. “These expense cutbacks are the primary result of pilferage of employment costs as a result of declining sales, also balanced with a reduction in advertising cost due to Williams-Sonoma brands’ catalog optimization strategy.”

Awareness, Marketing, & the Creative Concept:

Creatively, Williams-Sonoma’s media mix requires that it efficiently and effectively comes across to those who are of upper-middle class America. With the economic problems, that bracket is shifting month to month. Therefore, segmenting targets are based off of the retail store locator on the Williams-Sonoma website—a geographic breakdown of sales in and around major cities across the country (hot spots including the Northeast region, Illinois, Florida, and California) and three cities in Canada. With the decision to focus on marketing out the online wedding registry, the goal is to accelerate the number of people who become introduced to the Williams-Sonoma name and its efficient high quality merchandise through this registry option. By attracting couples plus their families and friends to the site as well as into retail stores, we are opening (if not reopening) the idea of quality housewares for everyday living; offering unprecedented value and dedicated service for a lifetime.

With this being said, more media channels need to be added to the present plan, in order to reach the market and deliver a strong effective message. Direct-mail, demonstration, sales promotions, internet, and event marketing are what make up the present media plan. By adding print campaigns in magazines and some specialized cable spots there will be more frequency and reach with which to work. Repetition and a clear distinctive message is the primary focus. Bridal, cooking, and largely female oriented magazines and internet sites will set the groundwork for a brand presence in the minds of readers.

Consumer Analysis

“Going to the Chapel and They’re Going to Married”

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The target audience for the Williams-Sonoma Wedding Gift Registry is newly engaged couples; specifically brides aged 25-49, with middle to high personal incomes. According to a Simmons Choices 3, 25.5% of the people who went into a Williams-Sonoma store three to four times within a four-week period had individual incomes of \$75,000 - \$99,999. Quantcast.com reports that 67% of visitors to Williams-Sonoma.com in August 2008 were 18-49 years of age. Also, 80% of visitors did not have children, and 68% had incomes from \$60,000 to over \$100,000. Also according to quantcast.com, the typical visitor to williams-sonoma.com typically watches the Wedding Channel and wears J. Crew.

In 2007, about 2.3 million marriages took place, with an average guest total of 165 family and friends. The growing number of wedding guests represents older, more mature couples that have more time to develop relations with friends and acquaintances, according to the U.S. Census Bureau. In addition, longer engagements of roughly 14 months give guests more notice of being able to fit a wedding into their schedule, as well as giving ample time for guests to browse and choose items from the gift registry. The average age of engaged women is 27, while her fiancé is 29, according to the 2006 U.S. Census.

In terms of psychographics, the target audiences for the Williams-Sonoma Wedding Gift Registry are newly engaged couples with an interest in cooking, gourmet food and cuisine, and upscale kitchen products. In the article “Lifestyles of the Newly Engaged”, author Ann-Margaret Kehoe points out, “With the majority of engaged couples being Generation X-ers, the bridal registry is reflecting the consumers’ penchant for lifestyle products...Casual is key...Yet casual doesn’t transfer into cheap for the couple starting out. Brides and grooms are looking for better products that also fit in the way they live.” Williams-Sonoma fulfills these desires of engaged couples by delivering appliances and products with longevity in accompaniment of the eclectic style that the company represents.

Other forces affecting the target audience are the economy and environment. According to CBS journalist Alexis Christoforous, “With the economy limping toward recession, young couples are finding it harder than ever to find their financial footing.” She explains that couples are ditching the silver and stemware and registering for everything from kitchen sinks to an actual house. While the receding economy will with no doubt effect purchasing habits of spending conscious consumers, Williams-Sonoma will prove that buying through the registry provides necessities, with an accompanied style and the assurance of high quality, long lasting goods.

Geography

Williams-Sonoma is a nationally distributed brand, with 255 retail stores located in 44 states. Providing Williams-Sonoma with a substantial national presence. Such stores are located primarily in and around major cities, particularly in the North East and the states of Illinois, California and Florida. Approximately 60% of Williams-Sonoma's total revenue comes from its retail stores. This may be considered a weakness by lack of rural presence, however, is offset by direct-to-consumer mediums such as catalogs and the internet, which allow Williams-Sonoma to reach consumers in all 50 states. Indeed, Williams-Sonoma mailed out more than 385 million catalogs recently, despite cutbacks due to the economy. Also, consumers in states lacking retail locations can purchase items from the Williams-Sonoma website. Knowledge of online and in-store availability increases opportunity by allowing the option to create and sustain a registry between each medium.

Although, brand distribution is national, its is important to note that certain regional markets hold greater sales potential than others. These regions are the North East, California, and Florida. The reason is a combination of high-marriage rates within the 25-34 age bracket and greater monetary affluence in these regions. This is in contrast to many of the states in the Mid West where the average age for marriage is less than 25. The average personal income in the North Eastern states is far greater than that of a majority of Mid Western states. For example, the average incomes in Connecticut, Maryland, and New Jersey are all over \$60,000 per year. The same statistics for Kansas, Louisiana, and Texas are approximately \$44,800, \$39,700, and \$44,700 respectively. Also notable are the averages in states such as California and Illinois, which are \$54,500 and \$51,000 respectively. The greater affluence of consumers in these states is extremely relevant, as Williams-Sonoma carries high-end products more associated with their lifestyles.

Timing & Purchase Cycle

Although couples are getting engaged year-round, there are certain months with greater averages of engagement. According to American Greetings Corporation, December is the most popular month to get engaged (with about 15% of engagements) due to the holiday season. This type of timing will require a continuous and flighting media schedule, as a result of the demand for wedding registries being fairly continuous, but with heavier demand in key months, such as December and the holiday months.

Sales promotion events already occur at Williams-Sonoma stores for newly registered couples. These include private "Store Is Yours" events, with personal attention, demonstrations, light refreshments, and private registry consultations. Media can be used to further promote these events and tell prospective couples about these exclusive offers, and create a valuable relationship that will continue through the couples dedication to the gift registry. Although there are specific months where couples more prominently get engaged, Williams-Sonoma wants to cater its sales promotion to the fact that couples can become engaged at any time of the year.

Market Analysis

“The Guest List”

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Market Size:

Based on WeddingChannel.com, brides and grooms only make up 2.6% of all households in the United States; yet they represent about 70% of all purchased household items. Approximately 2.3 million marriages occurred in 2007, with an average guest total of 165 family and friends. This increasing number of wedding guests relate to older, more mature couples who have developed more relations with friends and acquaintances, according to the U.S. Census Bureau.

Market Share:

According to MINTEL database, because wedding rates are stable, growth in this area must be from increased spending on gifts, and the participation in gift registries. Referencing the American Wedding Survey by Conde Nast Bridal Group: tabletop merchandise is the most popular category for brides creating registries, with 98% of them ranking it at the top of their list. In addition to this, the survey also indicates Bed Bath and Beyond, Target, as well as Crate and Barrel as the top registry retailers.

Primarily, market share composition for Crate and Barrel is similar to that of Williams-Sonoma. Both retail chains offer upscale home furnishings for older mature adults with established high incomes. Wedding registries and forms of gift buying, in addition to in-store party demonstrations for engaged couples and brides can be obtained from both brands on the same demographic level. Conclusively, Crate and Barrel is Williams-Sonoma's most direct and related category for market share.

Competitive Analysis

“There’s Other Fish In The Sea”

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Major competition in the realm of kitchen and home good retail stores (offering gift registries) for Williams-Sonoma varies according to style, price, and market share. A competitor with the same upscale style is Euromarket Designs Inc. that houses the high-end home good store Crate and Barrel.

Other popular competitors are Linens-N-Things and Bed Bath and Beyond, due to the similar products offered and the gift registry option. Although the price range for bath, kitchen, and bedroom goods sold at these competitive stores are slightly lower, the quality and value of Williams-Sonoma’s gourmet products breaks its brand away from the competition.

Neiman Marcus, Bloomingdale’s, and Macy’s are all high-end department stores with wedding registries that are competition for Williams-Sonoma Wedding Registry. They offer similar products to Williams-Sonoma in terms of various higher end brands. It is important to point out that the registries within these stores are only a very small part of their departments and a relatively large focus is not placed on them.

Also, budget conscious department stores such as Target and Wal-Mart offer similar products, but work off cost efficiency and affordability for those couples considering the expenses of their guests. However, brands such as Target and Wal-Mart capture the attention of those couples in the middle-class income bracket more so than Williams-Sonoma. With all of this taken into concern, Williams-Sonoma offers a number of imported brands that are not featured in the competition’s selection with a genuine promise of value and quality.



PRIMARY COMPETITION:

- Kitchen and housewares supply stores
 - Crate and Barrel*
 - Linens-N-Things
 - Bed Bath & Beyond
- Major department stores with wedding registries whose merchandise enters the higher-end housewares category
 - Neiman Marcus
 - Bloomingdale's
 - Macy's

SECONDARY COMPETITION:

- Cheaper brands having a wedding registry for the more finance considerate consumer couple
- Offer the same houseware essentials
 - Target
 - Wal-Mart

Media Expenditure Comparison

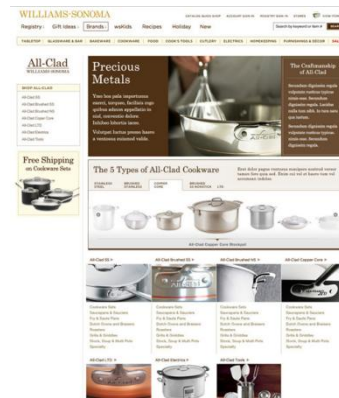
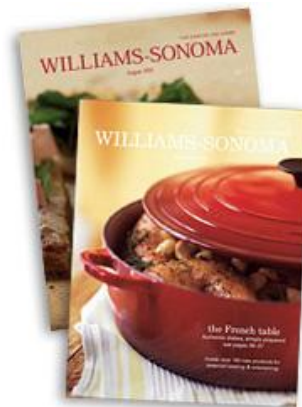
“The Costs Behind The Big Day”

11

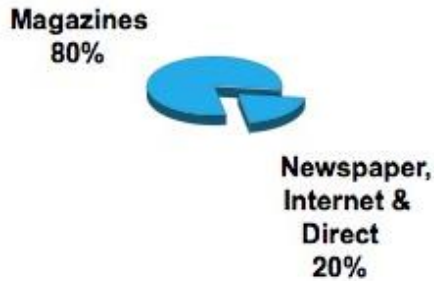
In terms of general advertising (not just wedding registry advertising), Crate and Barrel relies solely on its consumer direct strategies, consisting mainly of catalogs. This company also heavily advertises in the print medium. This past year it expanded its campaign to include national broadcast spots, airing on twenty-specialty cable networks such as HGTV and Travel Channel. Moreover, According to Hoover’s research Crate and Barrel currently issues eight catalogs a year to roughly 15 million households. This is in contrast to the seven catalogs that Williams-Sonoma distributes annually.

Target spends a lot of its advertising budget via broadcast, especially famous for its television commercials. Target also uses weekly insert circulars, in addition to print and outdoor advertising. Bed Bath and Beyond relies on circulars, and home mailings in addition to word of mouth pass-along to get its image out into the general public. Stores, such as Neiman Marcus and Bloomingdale’s, run advertising for their companies and wedding registries in magazines, on the internet, through their websites, and in newspapers.

Williams-Sonoma as well as Crate and Barrel each offer private wedding parties including discussion on wedding ideas, complimentary food and beverage, and the opportunity to register. In addition, Williams-Sonoma, as well as Crate and Barrel, relies heavily on its e-commerce and online shopping. Consumers can go onto either site to shop by brand or product, as well as create registries via the internet.



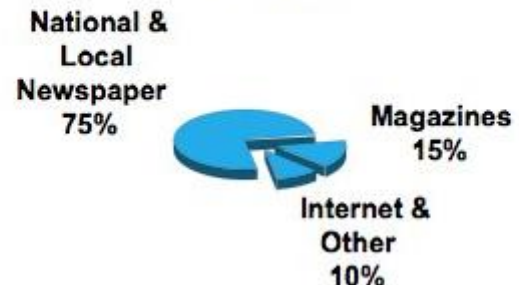
Williams-Sonoma Media Expenditure: \$3.1 Million Budget



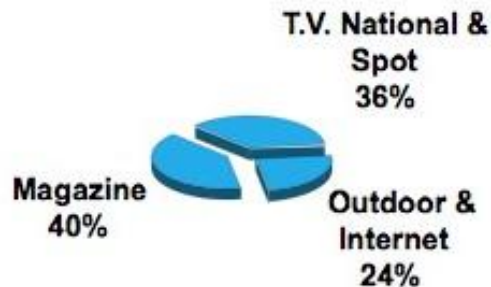
Bed Bath & Beyond Media Expenditure: \$9.2 Million Budget



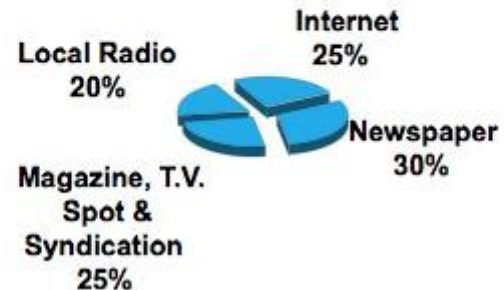
Bloomingdale's Media Expenditure: \$15 Million Budget



Crate & Barrel Media Expenditure: \$ 10 Million Budget



Neiman Marcus Media Expenditure: \$5 Million Budget



Costs, Selection, & Timing:

In terms of advertising budgets, data is available for Williams-Sonoma and its competitors as whole companies, not for their wedding registries specifically. Williams-Sonoma advertising budget for January 2007 through June 2008 was about \$3.1 million dollars. The largest portion of the budget was spent in magazines; however the magazine advertisements only occurred during February 2007 through July 2007 with a total expenditure of \$2.5 million (about 80%). The other advertising costs of Williams-Sonoma were in internet with \$250,000, business to business with \$200,000, and \$250,000 with newspaper. The advertising followed a pulsing schedule with heavy up times in February, and April through July.

Crate and Barrel relies largely on a consumer direct plan utilizing catalogs, a similar strategy of Williams-Sonoma. According to Ad\$ponder, Crate and Barrel spent a total of \$10 million dollars in traditional media from June 2007 to May 2008, with about 30% of the budget invested in November and December. About 40% of the budget was allocated to magazines with ad presence every month except March 2008. The next largest portion, about 36% of the budget was spent in television broadcast ads that aired during November and December of 2007. Crate and Barrel also spent smaller portions of its budget in outdoor, internet, and newspapers; taking on a pulsing schedule with ad presence throughout the year with a furthered emphasis during the holiday season.

Bed Bath & Beyond also relies heavily on a consumer direct strategy through their promotional coupons. In traditional media, Bed Bath & Beyond spent \$9,267,000 from June 2007 to June 2008. The largest portion, about 50%, was spent in magazines, with about 20% spent in newspaper. Linens-N-Things spent about \$36 million from January 2007 to June 2008, much of this allocated to syndicated and network TV, with airings during November of 2007 and February of 2008. Also, national newspapers take up much of Linens and Things advertising dollars with ads present during each month. Both of these companies take on a pulsing schedule with concurrent low-level media placements, and heavy media ad placement during peak seasons.

Neiman Marcus had an advertising expenditure of about \$5 million from January 2007 to June 2008. The largest amounts of money were spent in newspaper with 30% of the budget, 25% for internet, and 20% for local radio. The company uses a pulsing schedule for magazines and TV spot and syndication, with increased expenditure during the holiday months of November through February.

Bloomingdale's spent \$15 million dollars on advertising from January 2007 through June 2008, with the biggest portions of advertising being spent in national and local newspaper (about 75%). About 15% of the budget was allocated towards magazine advertising from October 2007 through May 2008. Bloomingdale's also follows a pulsing schedule with increased advertising during the months of December through February.

Strengths, Weaknesses, Opportunities, Threats

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STRENGTHS

- Williams-Sonoma has an established brand name with a history of dedication to value and quality.
- Williams-Sonoma offers simple online shopping with a large selection of imported goods, in addition to offering cooking tips.
- Have a direct consumer media strategy through year round catalog distribution.
- Offer in-store promotional events for newly registered couples including demonstrations, refreshments, and registry consultations.
- Williams-Sonoma has an international presence through online distribution, and retail stores in Canada.
- Allowing for more recency than the competition, Williams-Sonoma has 255 retail stores nationwide, while Crate and Barrel only has 160 retail stores nationwide.
- Bonus offers (e.g. 10% off when using the Wedding Registry) give consumers incentive to pick Williams-Sonoma over competitors.

WEAKNESSES

- High prices of Williams-Sonoma products, plus consumer spending consideration due to the economy's current recession, puts Williams-Sonoma on the back burner to cheaper brands with wedding registries.
- Although encompassed of 255 retail stores, there are not many Williams-Sonoma retail stores outside major cities. Rural citizens are unaware of the brand and what it offers.
- Less share of voice in more traditional media.

OPPORTUNITIES

- Increased online use and trafficking creates the potential for an increase in use of the online store and online wedding registry.
- Year long engagements and weddings, provide a consistent need for registries.
- Increased interest and consciousness of the culinary arts and specialty cookware among the general American population.
- Wedding registries tend to be impersonal; however, Williams-Sonoma gives each couple a personal consultation with "The Store Is Yours" wedding registry personal in-store tour.

THREATS

- Competitors have a larger share of voice in varying media vehicles, consisting largely of traditional media.
- Similar retail kitchen and home good stores offering similar products for a lower cost makes Williams-Sonoma's higher prices for all higher quality goods a possible downfall in the eye of the consumer.
- Closest competitors in similar markets have wedding registries; some also offer similar personalized experience.
- The economic recession is making people delegate their spending and question if they want to go with value and quality (Williams-Sonoma) or cost effective.

CREATIVE EXECUTION

Let's Create *Your* Home

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Communication Objective:

To increase awareness of the Williams-Sonoma Wedding Registry among our target audience 25 to 49 years old, engaged or soon to be engaged women, while creating and sustaining long-term brand loyalty for Williams-Sonoma.

Brand Positioning:

Currently Williams-Sonoma is positioned towards a female, upper-middle income consumer who is home oriented. Consumers associate Williams-Sonoma with quality imported housewares; thus, brand traffic includes those who have an interest in the culinary arts and entertaining for family and friends. We want Williams-Sonoma's Wedding Registry to be perceived by newly or soon to be engaged couples as a prestigious registry for stylized housewares offering quality and value. Our exclusive service in-store and online gives our registry users a more personalized experience in comparison to other leading house ware wedding gift registries.

Promise Statement:

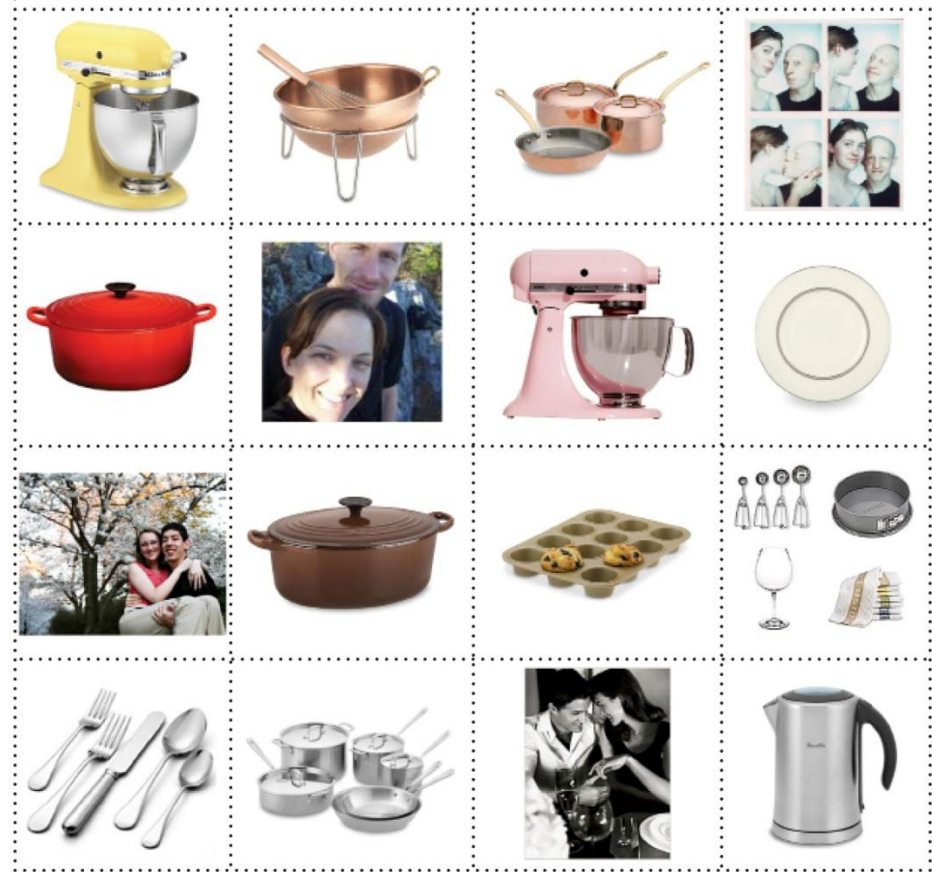
Creative strategies will solidify to 25-49 year old engaged or soon to be engaged women that the Williams-Sonoma's online and in-store wedding registry is their reliable, complication-free, personal shopping assistant to the value and quality of the stylized house wares world. Guests can access the wedding wish list of the couple with the ease of a click or a waltz into the retail store. Unprecedented service, personal attention during in-store consultations, makes the Williams-Sonoma Wedding Registry a more personal experience.

Tone:

Advertising will be friendly, thoughtful, personalized and welcoming; just like a kind host or hostess welcoming you into their home.

Tag Line: "Let's create *your* home."

create here



- *Brides*
- *The Knot*
- *Modern Bride*
- *Elegant Bride*

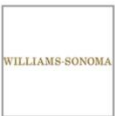
MAGAZINE
Print Ad

Piece Together *Your* Puzzle.

A wedding registry that will convey *your* personality with style. Williams-Sonoma gives you the prestigious quality of imports with the value of a cozy home. Allow your guests to welcome you into the next stage of your lives together with a home decor that melts your hearts; and a honeymoon that heats the mood. Win the honeymoon of your dreams with Williams-Sonoma and Club Med with every purchase from your Williams-Sonoma Wedding Registry. Make it *yours*.

Sweetheart Sweepstakes
 Register with Williams-Sonoma and get a chance to win a honeymoon trip through Club Med!
 Go to www.williams-sonoma.com

Let's Create *Your* Home.



WILLIAMS-SONOMA Wedding Registry & the *Sweetheart Sweepstakes*
 Sponsored by Williams-Sonoma and Club Med. Details at www.williams-sonoma.com.

Let's Create *Your* Home

OLD	NEW	BORROWED	BLUE
		<p>WILLIAMS-SONOMA Wedding Registry</p> <p><i>Sweetheart Sweepstakes</i> sponsored with Club Med</p>	
Let's Create <i>Your</i> Home		Come personalize your home's decor at williams-sonoma.com	

- *Brides.com*
- *WeddingChannel.com*
- *MyRegistry.com*
- *TheKnot.com*

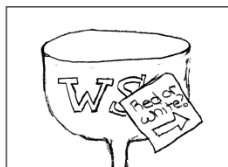
Client: WILLIAMS-SONOMA Wedding Registry Spot Length: 00:50 seconds
 Campaign Name: Let's Create Your Home Spot Name: Personalized to Your Style
 Date: December 11, 2008 Your Name(s): Kristen Bakker, Katharine Colvin, Kelsey Stevenson

Production
 Music

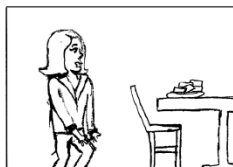
SFX: Light jazz plays in background throughout the entire spot; Oven timer.
 VO: Talks about Williams-Sonoma Wedding Registry as a way to personalize your home decor for your life together. CHARACTERS: Woman (goes on scavenger hunt), Man (waiting in kitchen with box), dog.



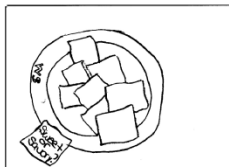
(:06) Long shot; Woman walks in door, glances down to side table with a puzzled look. Wine glass is on table with note. SFX: LIGHT JAZZ IN BACKGROUND BEGINS



(:03) Extreme close up; Wine glass with post-it note attached that reads "Red or White?" with an arrow pointing toward the dining room.



(:05) Medium shot; Woman walks into dining room and notices a monogrammed plate on the table with baked brownies on it for her to eat.



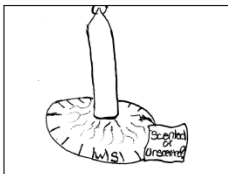
(:03) Extreme close up; Brownies with post-it note reads "Sweet or Savory?"



(:04) Long shot; woman eats brownie as dog walks in the dining room to lead her to the next clue in the bedroom.



(:04) Long shot; Woman walks into bedroom and sees monogrammed candlesticks with candles lit.



(:03) Extreme close up; Monogrammed candlestick has post-it that reads "Scented or Unscented?"



(:03) Medium shot; Holding the candlestick, Woman hears oven timer go off. SFX: Oven Timer dings twice



(:05) Medium shot; Woman walks into kitchen with a surprised face to find here fiance facing her wearing a monogrammed apron and pot holder with a big smile.



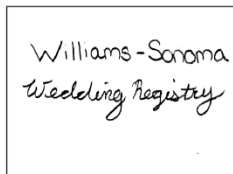
(:03) Medium shot; The two lovers exchange warming smiles.



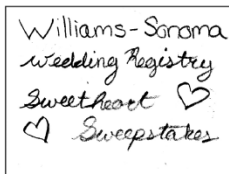
(:05) Long shot; Man grabs small white box, gets down on one knee and opens the box toward her.



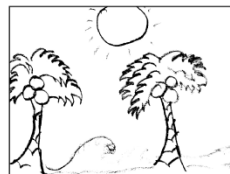
(:04) Extreme close up; White box contains a note that reads "Let's Create Your Home!" slogan. VO: Borrow the Williams-Sonoma Wedding Registry to get you "something blue."



(:03) Fade to white screen; text fades in VO (cont.); along with the array of other products and brands that will make your house a home. Display your unity with a collaboration of style and prestige offered by Williams-Sonoma.



(:04) Previous shot text slowly rises to top of screen while new text fades in. VO (cont.): Use our personalized services to make the most of your wedding registry. Every registrant will be entered to win a dream honeymoon of their choice with Club Med.



(:05) Fade into montage of possible Club Med destination. VO (cont.): Each purchase from your Williams-Sonoma Wedding Registry increases your chances of winning.

- Home & Garden TV
- TLC
- Food Network
- Bravo TV

Media Objectives & Strategies

“How to Get the Girl”

19

TARGET AUDIENCE & MEDIA MIX
REACH & FREQUENCY
MEDIA BUDGET
GEOGRAPHY
SCHEDULING & TIMING
SALES PROMOTION



TARGET AUDIENCE & MEDIA MIX

20

OBJECTIVE

Average age for a wedding engagement today in the United States is from 25-49 years old. Even with the present economy, Williams-Sonoma wants to re-enforce the value and quality of its products and promote its personalized and satisfying experience of its prestigious Wedding Registry to both loyal and new customers soon to be married. Geared toward a female target (25-49), we will be using media that will provide recency to women planning their entire wedding (e.g. bridal/ wedding magazines, bridal/ wedding websites, and home & lifestyle television shows). This campaign will both increase the brand awareness and brand experience for the target audience in a national campaign including women's and specialty magazines, cable television, targeted internet, keyword internet, and a year long promotional sweepstakes, the "Sweetheart Sweepstakes."

TARGET PERSONIFICATION: The target is a female 25-49 years of age, who enjoys a middle to high income and is engaged. She can be seen shopping at J. Crew or watching *Home & Garden Television* in her spare time. Her home décor and furnishings are very important to her, especially because she often has guests at her home. She loves to cook and considers the kitchen one of her favorite rooms in her house.

STRATEGY

Starting in December (peak wedding/engagement season), all advertising (magazine, cable TV, and internet) will flow under the "Let's create *your* home" brand slogan to convey a personalized at-home experience when using the Williams-Sonoma Wedding Registry both online and in-store. Introducing a new media, Williams-Sonoma will enter the cable television advertising world on a national level (e.g. HGTV, TLC, Food Network, and Bravo TV), creating a prestigious and stylized image of Williams-Sonoma in the mind of our target. Associated wedding related websites (e.g. Brides.com, WeddingChannel.com, MyRegistry.com, and TheKnot.com) will supply recency to the Williams-Sonoma website, making access easy for brides-to-be, while also promoting the "Sweetheart Sweepstakes." Along with targeted internet, keyword internet searches on search engines (e.g. Google.com, Yahoo.com, and MSN.com) will be communicative in directing the target to the Williams-Sonoma Wedding Registry webpage. Bi-monthly wedding magazines (e.g. *Brides*, *The Knot*, *Modern Bride*, and *Elegant Bride*) will also promote the sweepstakes and stylized tone of the brand.

REACH & FREQUENCY

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OBJECTIVE

To achieve 75% reach with an average frequency of 3.5 during the months of December through March, typically considered engagement season, using magazines, network cable TV, and the Internet. During the months of April through November, advertising will occur every other month, with a reach of 75% and an average frequency of 3.5, using magazines, network cable TV, and the internet as well.

STRATEGY

Media used during the campaign months of December through March will achieve 263 GRPs. During the months of May, July, September, and November, media will achieve 263 GRPs. Media weight will be distributed between bridal magazines, network cable TV (such as home, food, and lifestyle channels), and bridal and wedding registry internet sites with the reach of 75% and frequency of 3.5. This was calculated with the Ostrow Model and the balance of reach and frequency that will effectively reach the target audience.

MEDIA BUDGET

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OBJECTIVE

The Williams-Sonoma Wedding Registry budget of \$15 million will be used for a national campaign in order to target 25-49 year old newly engaged women across the country who are able to register with William-Sonoma by either going to retail stores or going online.

STRATEGY

The budget of \$15 million will be divided as follows: \$1.9 million in daytime network cable, \$3.2 million in evening fringe network cable, \$3.3 million in primetime network cable, \$6.1 in magazine, \$200,000 in keyword internet search, and \$140,000 in targeted internet sites. The remaining \$100,000 will be used for the sales promotion, "Sweetheart Sweepstakes." With offensive continuous scheduling during the months of December through March, and a flighting schedule during the months of April through November, reach and frequency objectives will be met while staying within budget and still being able to do the sales promotion all twelve months of the campaign. Share of voice for the Williams-Sonoma Wedding Registry in comparison to other registries cannot be directly determined. However, overall advertising spending and share of voice for the Williams-Sonoma Wedding Registry in contrast to the total ad spending of other similar brands is very high. While Williams-Sonoma will spend \$15 million for their wedding registry campaign, which will be divided into various media, the total advertising budgets for the competition is smaller than that for the Williams-Sonoma Wedding Registry alone.

GEOGRAPHY

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OBJECTIVE

A national media buy will occur for network cable (daytime, evening fringe, primetime), magazine, keyword internet search, and targeted internet sites. The sales promotion “Sweetheart Sweepstakes” will be a national sweepstakes with one winner within the U.S. chosen at the end of each month of the campaign. This will be a media buy using *Media Flight Plan*’s national market database.

STRATEGY

The Williams-Sonoma Wedding Registry has many locations across the country and is further accessible from anywhere in the United States because of its online registry website and online store. The media buys of network cable, magazine, keyword internet search, and targeted internet sites, within the \$15 million budget, will occur on a national basis during the campaign months of December through March and every other month for the months of April through November. The use of national media allows newly engaged women 25-49 years of age who have access to the registry from anywhere in the United States, regardless of where they live, to be targeted within the home, food, and lifestyle network cable channels they watch, the bridal magazines they look at, and the wedding internet sites they browse. According to *Media Flight Plan*, the reach, frequency, and GRP objective can be achieved in the given campaign months with a national campaign.

SCHEDULING & TIMING

OBJECTIVE

Campaign will kick-off in December, the month typically with the most engagements. Campaign will be continuous from December through March, and flying from April through November. Each month, starting with campaign kick-off in December, there will be a drawing at the end of the month for the sales promotion.

STRATEGY

Advertising campaign will generate 263 GRPs using bridal magazines, cable TV networks, and bridal and wedding registry websites during December through March. The months of January through March are also popular times to get engaged with the holidays (e.g. Christmas, New Years, etc.), and with Valentine's Day in February. Higher reach continues into March for couples recently engaged in February, or those who wait to register until after the holidays. April through November, 263 GRPs will be generated every other month, as a result of typically lower engagement times. However, people are getting engaged throughout the year, so it is necessary to still continue the advertising year-round. Bridal magazine buys will occur monthly during December through March and every other month during April through November. Network cable TV advertising buys will occur for daytime, evening fringe, and primetime in order to reach the target audience who is most likely home from work by or around that time. The sales promotion "Sweetheart Sweepstakes" will be promoted within the advertising of the campaign starting at the beginning of December. The winners of the sweepstakes for each month will be drawn at the end of the month. This allows for adequate time in December for promoting the sweepstakes before the first drawing occurs.

SALES PROMOTION

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OBJECTIVE

The sales promotion is what brings the customers back time and time again. Couples who register will get added entries every time one of their guests buys from their Williams-Sonoma Wedding Registry. This will up the reach of the Williams-Sonoma brand to the consumer market by persuading our target audience to relay the message of Williams-Sonoma's brands and products through the couple's Wedding Registry. The "Sweetheart Sweepstakes" will increase brand experience, while increasing brand awareness in a partnership with all advertising to achieve the desire 75% reach for peak months and 70% for the off season to our target audience. The partnership with Club Med will provide cooperative advertising of both Williams-Sonoma and Club Med, as well as the "Sweetheart Sweepstakes."

STRATEGY

The "Sweetheart Sweepstakes" is the prime vehicle to increase Williams-Sonoma's online and in-store traffic. With the additional entry benefit for couples whose guests visit their Wedding Registry, the more traffic will result in a bigger reach and frequency. Marketing of the sweepstakes will be done in every media used for the campaign. With the Wedding Registry being based online, this is a national promotion and does not target specific DMAs. Offering a honeymoon vacation through Club Med every month for the twelve-month long sweepstakes will allow for increase in reach, but more so provide larger frequency. Drawing will take place during the last week of each month. Winners will be both informed that they have been selected, and that their name (as a couple) will be posted on the Williams-Sonoma 'Registry' section for national viewership. The winners' list will provide future visits of the website by both guests and couples to see who has won.

SALES PROMOTION

“Sweetheart Sweepstakes”



The Trip:

Couple will choose the destination of their choice.

6 days/ 7 nights

Up to \$8,500 budgeted per couple

- Williams-Sonoma is all about the personalized perks. Register to win *your* dream honeymoon. Williams-Sonoma wants to make *your* moment special as a couple, so we are offering you the get-away of your dreams. Anywhere you two lovebirds want to go, Williams-Sonoma will send you. An all-inclusive 6 days/ 7 nights trip for two is up for grabs with Club Med.
- By registering with Williams-Sonoma, you will receive an entry into the “Sweetheart Sweepstakes.” Williams-Sonoma will congratulate one lucky winning couple at the end of each month for the twelve-month campaign. Keep the wedding spirit alive and increase your chances of winning with each guest who purchases from your Williams-Sonoma Wedding Registry. With each guest’s purchase comes an extra entry into the sweepstakes. Direct your guests to www.williams-sonoma.com or to one of Williams-Sonoma’s nationwide retail stores. The more guests who visit your wedding registry, the greater your chances of *your* dream honeymoon.
- Williams-Sonoma has a vast variety of quality items under prestigious brands. “Let’s create *your* home” with your Williams-Sonoma Wedding Registry wish list. Value the choices you make together as a couple and choose the valuables that Williams-Sonoma provides to you. Celebrate your unity by visiting a destination you and your loved one have always wanted to go. Think of your special day and the future you will create while on the sandy beaches of Punta Cana, Dominican Republic or while relaxing by a fire in Villars-sur-Ollon, Switzerland. There is an array of havens to choose from on www.clubmed.com. Remember; spread the word because the more gifts your guests give you from your Williams-Sonoma Wedding Registry, the greater the chance at *your* dream get-away. Celebrate your union!

- The couple will receive an entry into the sweepstakes at registration.
- Additional entries come with each guest who buys from their registry.
- Winners tracked on website.
- All promotional advertising will be done in other media used (e.g. TV, print, online)
- One winning couple will be drawn per month for 12 month campaign.

Evaluation

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- **The Williams-Sonoma Wedding Registry “Let’s Create Your Home” campaign will be evaluated by the number of registry enrollments during the campaign months and by the number of “Sweetheart Sweepstakes” entries by the number of items purchased through the registry.**
- **Traditional media use, reach, and frequency will be evaluated through readership interest studies, number of hits on the websites, and recall studies.**
- **We will also estimate the success of the media plan by whether or not Williams-Sonoma’s Wedding Registry’s marketing goals were achieved during the campaign months.**

APPENDIX

28

**MEDIA FLOWCHART
MONTHLY SUMMARY
YEAR AT A GLANCE
OSTROW MODEL
MEDIA QUINTILES**

Medium	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Total	
Net Cable-Daytime		80	80	80	80		80		80		80		80GRPs:	640
\$(000)		241	241	241	241		241		241		241		241Cost:	1,927.70
HGTV														
TLC														
Food Network														
Bravo TV														
Net Cable-E Fringe		60	60	60	60		60		60		60		60GRPs:	480
\$(000)		398.4	398.4	398.4	398.4		398.4		398.4		398.4		398.4Cost:	3,187.20
HGTV														
TLC														
Food Network														
Bravo TV														
Net Cable-Prime		25	25	25	25		25		25		25		25GRPs:	200
\$(000)		415.9	415.9	415.9	415.9		415.9		415.9		415.9		415.9Cost:	3,327.20
HGTV														
TLC														
Food Network														
Bravo TV														
Magazines-Womens		100	100	100	100		100		100		100		100GRPs:	800
\$(000)		762.4	762.4	762.4	762.4		762.4		762.4		762.4		762.4Cost:	6,099.20
Brides														
The Knot														
Modern Bride														
Elegant Bride														
Internet-Keyword														
Imps/Mo	Yes	Yes	Yes	Yes		Yes		Yes		Yes		Yes	GRPs:	8
\$(000)		25	25	25	25		25		25		25		25Cost:	200
google.com														
yahoo.com														
askjeeves.com														
msn.com														
Internet-Trgt'd Sites														
Imps/Mo	Yes	Yes	Yes	Yes		Yes		Yes		Yes		Yes	GRPs:	8
\$(000)		17.5	17.5	17.5	17.5		17.5		17.5		17.5		17.5Cost:	140
brides.com														
weddingchannel.com														
theknot.com														
myregistry.com														
National Only Area														
GRPs		265	265	265	265		265		265		265		265GRPs:	2,120
\$(000)		1,860.20	1,860.20	1,860.20	1,860.20		1,860.20		1,860.20		1,860.20		1,860.20Cost:	14,881.30
Reach		75.2	75.2	75.2	75.2		75.2		75.2		75.2		75.2	
Avg. Freq.		3.5	3.5	3.5	3.5		3.5		3.5		3.5		3.5	
Spot Only Area														
GRPs													GRPs:	
\$(000)													Cost:	
Reach														
Avg. Freq.														
National+Spot														
GRPs		265	265	265	265		265		265		265		265GRPs:	2,120
\$(000)		1,860.20	1,860.20	1,860.20	1,860.20		1,860.20		1,860.20		1,860.20		1,860.20Cost:	14,881.30
Reach		75.2	75.2	75.2	75.2		75.2		75.2		75.2		75.2	
Avg. Freq.		3.5	3.5	3.5	3.5		3.5		3.5		3.5		3.5	

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost	
Net Cable-Daytime	NATL	:30		80	3,012	\$6.38	240,960
Net Cable-E Fringe	NATL	:30		60	6,640	\$14.06	398,400
Net Cable-Prime	NATL	:30		25	16,636	\$35.24	415,900
Magazines- Womens	NATL	FPG 4C		100	7,624	\$16.15	762,400
Internet-Keyword Imps/Mo	NATL	5MM/Mo	Yes		25,000	\$52.95	25,000
Internet-Trgt'd Sites Imps/Mo	NATL	1MM/Mo	Yes		17,500	\$37.07	17,500
National Totals				267	6,967	\$14.76	1,860,160
Spot Totals				0	0	0	
Total Plan (Natl+Spot in combined area)				267	6,967	\$14.76	1,860,160

	Reach		Avg Freq		GRPs		Diff.	\$(000)		
	Goal	Est.	Goal	Est.	Goal	Est.		Goal	Est.	Diff.
December	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
January	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
February	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
March	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
April	0	0	0	0	0	0	0	0	0	0
May	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
June	0	0	0	0	0	0	0	0	0	0
July	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
August	0	0	0	0	0	0	0	0	0	0
September	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
October	0	0	0	0	0	0	0	0	0	0
November	75	75.2	3.5	3.5	262.5	265	2.5	1,862.50	1,860.20	2.3
TOTAL					2,100.00	2,120.00	-20	14,900.00	14,881.30	18.7
National Contingency \$(000)	100									
Spot Contingency \$(000)	0									

Marketing Factors That Affect Frequency

Established brands			+1		New brands
High market share				+2	Low market share
Dominant brand in market		-1			Smaller, less known brand
High brand loyalty	-2				Low brand loyalty
Long purchase cycle			+1		Short purchase cycle, high volume
Product used occasionally			+1		Product used daily
				+2	Need to beat competition
					Subtotal = +.4

Copy Factors That Affect Frequency

Simple copy	-2				Complex copy
Copy more unique than competition			+1		Copy less unique than competition
Continuing [old] campaign			+1		New copy campaign
Product sell copy				+2	Image type copy
Single kind of message	-2				More difficult kinds of messages
To avoid wear out: new messages		-1			Older messages
Larger ad units			+1		Small ad units
					Subtotal = -.1

Media Factors That Affect Frequency

Lower ad clutter in media mix				+2	Higher ad clutter in media mix
Compatible editorial environment	-2				Non-compatible environment
Attentiveness (to media) high			+1		Attentiveness (to media) low
Continuous schedule campaign			+1		Pulsed or flighted campaign
Few media used in media mix		-1			Many media used
Opportunities for media repetition			+1		Fewer opportunities
					Subtotal = +.2
					TOTAL= +3.5

	elements	total	DEMOGRAPHIC S (PERSONAL INFORMATION): ARE YOU CURRENTLY ENGAGED: YES
total	Sample (000) vert% horz% Index Base	24,617 211,425 100% 100% 100%	693 7,311 100% 3.46% 100%
MEDIA QUINTILES: INTERNET AT HOME (INTERNET ACTIVE): INTERNET ACTIVE QUINTILE 1 (HIGHEST)	Sample (000) vert% horz% Index Base	2,469 22,927 10.8% 100% 100%	98 1,188 16.2% 5.18% 150 .56%
MEDIA QUINTILES: INTERNET AT HOME (INTERNET ACTIVE): INTERNET ACTIVE QUINTILE 2 (2ND HIGHEST)	Sample (000) vert% horz% Index Base	2,540 23,008 10.9% 100% 100%	72 919 12.6% 3.99% 116 .43%
MEDIA QUINTILES: INTERNET AT HOME (INTERNET ACTIVE): INTERNET ACTIVE QUINTILE 3 (MIDDLE)	Sample (000) vert% horz% Index Base	2,702 22,941 10.9% 100% 100%	68 638 8.73% 2.78% 80 .30%
MEDIA QUINTILES: INTERNET AT HOME (INTERNET ACTIVE): INTERNET ACTIVE QUINTILE 4 (2ND LOWEST)	Sample (000) vert% horz% Index Base	2,699 23,026 10.9% 100% 100%	67 812 11.1% 3.52% 102 .38%
MEDIA QUINTILES: INTERNET AT HOME (INTERNET ACTIVE): INTERNET ACTIVE QUINTILE 5 (LOWEST)	Sample (000) vert% horz% Index Base	2,756 23,267 11.0% 100% 100%	74 795 10.9% 3.42% 99 .38%

	elements	total	DEMOGRAPHIC S (PERSONAL INFORMATION): ARE YOU CURRENTLY ENGAGED: YES
total	Sample (000) vert% horz% Index Base	24,617 211,425 100% 100% 100%	693 7,311 100% 3.46% 100%
MEDIA QUINTILES: CABLE TV: QUINTILE 1 (HIGHEST)	Sample (000) vert% horz% Index Base	4,058 42,241 20.0% 100% 100%	125 1,789 24.5% 4.23% 122 .85%
MEDIA QUINTILES: CABLE TV: QUINTILE 2 (2ND HIGHEST)	Sample (000) vert% horz% Index Base	4,349 42,228 20.0% 100% 100%	109 1,319 18.0% 3.12% 90 .62%
MEDIA QUINTILES: CABLE TV: QUINTILE 3 (MIDDLE)	Sample (000) vert% horz% Index Base	4,467 42,265 20.0% 100% 100%	114 1,392 19.0% 3.29% 95 .66%
MEDIA QUINTILES: CABLE TV: QUINTILE 4 (2ND LOWEST)	Sample (000) vert% horz% Index Base	5,196 42,225 20.0% 100% 100%	151 1,439 19.7% 3.41% 99 .68%
MEDIA QUINTILES: CABLE TV: QUINTILE 5 (LOWEST)	Sample (000) vert% horz% Index Base	6,547 42,465 20.1% 100% 100%	194 1,373 18.8% 3.23% 93 .65%

	elements	total	DEMOGRAPHIC S (PERSONAL INFORMATION): ARE YOU CURRENTLY ENGAGED: YES
total	Sample (000) vert% horz% Index Base	24,617 211,425 100% 100% 100%	693 7,311 100% 3.46% 100%
MEDIA QUINTILES: MAGAZINE: QUINTILE 1 (HIGHEST)	Sample (000) vert% horz% Index Base	4,818 42,234 20.0% 100% 100%	124 1,428 19.5% 3.38% 98 .68%
MEDIA QUINTILES: MAGAZINE: QUINTILE 2 (2ND HIGHEST)	Sample (000) vert% horz% Index Base	4,538 42,192 20.0% 100% 100%	132 1,376 18.8% 3.26% 94 .65%
MEDIA QUINTILES: MAGAZINE: QUINTILE 3 (MIDDLE)	Sample (000) vert% horz% Index Base	4,469 42,258 20.0% 100% 100%	117 1,275 17.4% 3.02% 87 .60%
MEDIA QUINTILES: MAGAZINE: QUINTILE 4 (2ND LOWEST)	Sample (000) vert% horz% Index Base	4,377 42,279 20.0% 100% 100%	130 1,748 23.9% 4.14% 120 .83%
MEDIA QUINTILES: MAGAZINE: QUINTILE 5 (LOWEST)	Sample (000) vert% horz% Index Base	6,415 42,462 20.1% 100% 100%	190 1,483 20.3% 3.49% 101 .70%

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