

City Furniture's new ads focus on friendly soft-sell

By Clint Engel -- Furniture Today, August 29, 2012

FORT LAUDERDALE, Fla. — City Furniture has begun airing a new series of soft-sell television commercials, focusing on concepts such as family, community and the Top 100 company's green commitment, instead of price.

The retailer said the new five-spot campaign "is the culmination of several years of some deep soul searching" by its marketing team and the retailer's new collaboration with Tinsley Advertising in Miami.



In City Furniture's new "Community" spot, friends or family share a meal in a commercial that also highlights the retailer's community outreach efforts.

"We analyzed world trends and studied how people interact with their surroundings and found that home was more than just product and price, it was the universal center of family life," Mike Lennon, City's senior vice president of marketing, said in a release.

Vanessa Northrop, marketing director for the South Florida chain, added that City has been getting positive initial feedback from consumers and friends about how different the commercials are from those of other furniture stores. She said viewer traffic to the commercials on its website, at www.cityfurniture.com/ads, has doubled since the brand advertising was added.

One of the first two spots to air is called "Habitat" and highlights the diversity of architectural styles and interiors making up what the retailer called "the South Florida lifestyle."

The spots give people - consumers in comfortable settings or City employees - equal time with actual home furnishings if not more air time. The commercials are backed by acoustic music and filmed in soft focus.

Two of the spots began airing about two week ago, Northrop said, adding that the campaign has had limited exposure because of all the political advertising under way in the swing state. City expects to run the commercials through next year, along with a regular cycle of promotional spots, she said.

The company didn't disclose the size of its ad budget for the campaign, which was developed by and in-house City team, which then called on Tinsley for filming.