

GET FRAMOUS

LARSON · JUHL



Get Framous is a new marketing campaign from Larson-Juhl UK - which is intended to help bespoke framers get consumers through your doors, visiting your website, engaging with you on social media, and ultimately placing orders.

Get Framous comprises a programme of 12 promotional initiatives that you can test, try and expand in your own businesses, and we will then reward the very best example with a prize of £1,000 for the overall winner.

Throughout 2019, we will introduce a new marketing idea each month that you will hopefully feel excited about as a promotional activity that will work for you locally. We will supply a suggested, loose action plan for you to then adapt.

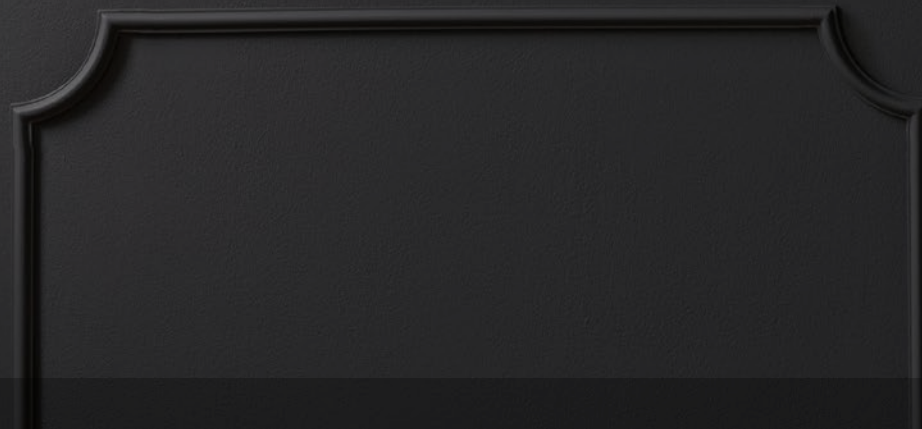
We ask that you share whatever you do on social channels - or via your regional sales manager. We will showcase best practice on a regular basis and invite all framers to submit the activity of which they are most proud into our Get Framous competition.

More details will follow but we will be rewarding the most effective piece of activity with £1,000 in cash at the end of 2019. The criteria will involve showing evidence of as many of the following as possible:

- Creativity - how you have adapted the idea for your local audience
- Engagement on social channels
- Media coverage
- Feedback from customers
- Foot fall/website traffic
- Sales



Get in
touch and
#GetFramous



GALLERY OF ODDITIES

We're looking for the most unusual, bizarre and fun things that have ever been framed.

Invite the local community to get involved and display them in-store.

Show ways to upgrade and new framing techniques for housing objects.

Sample social media post

This month, we are celebrating all things odd, if you have an unusual item in a frame, or that needs framing, please let us know!

Be surprised, be inspired.

Suggested activities:

- Window display of oddities
- Appeal through your social channels for oddities in frames/to be framed – might you consider a special 'oddities' promotional offer?
- Post images of oddities on your social channels
- Offer a prize for the oddest item in a frame/needing framing in the area/town/city
- If it is really weird, maybe see if the local paper is interested in your story.

Here is the top 10 of oddities that we have heard of to date:

- Puffer fish
- Rugby player's (worn) jock strap
- Full Formula One driver's suit
- Family ashes in with a cross stitch needlework
- X-ray and medical debris (following a shattered leg reconstruction)
- Barbie doll
- Lock and key
- An ironing board
- Stuffed pets
- Tabasco bottles



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CAN YOU TASTE ART?



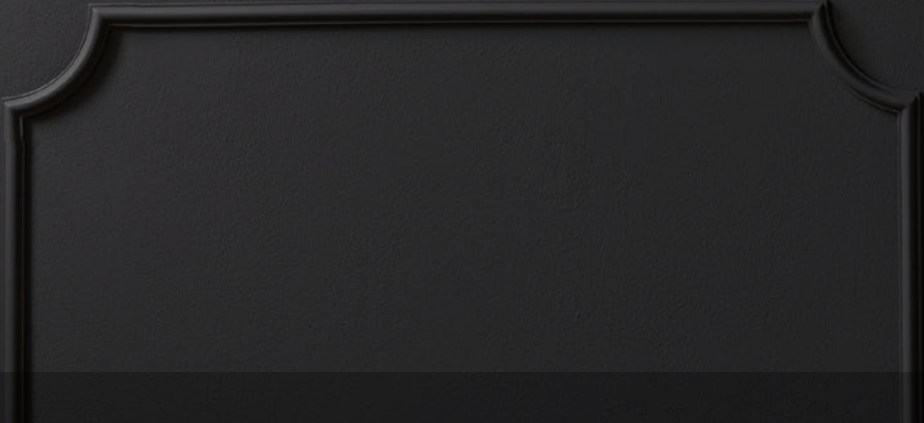
- Suggested activities:
- Pair food & drinks with artworks - Prosecco and Pop Art? Red wine tasting with classical oils? Local farm shop speciality foods with local artists.
 - Run a series of events that combine food & drink and art.
 - Invite local producers to showcase their produce in-store - in exchange for free samples for customers.
 - Promote this activity on your social media channels, on your website, via posters and also by telling your local paper and What's On pages.

Sample social media posts

This week we are celebrating the delicious nature of local artist (name) by teaming up with (farm shop) to offer customers the chance to savour a unique combination!

Can you taste art? We think so! This Thursday we are holding a wine tasting event alongside our exhibition of local oils artist (name).

Pop! Pop Art. Prosecco corks popping. Pop in to see us this Thursday when we are holding a special event for customers to celebrate all things 'pop'!



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INSTA-FOTO COMP

Suggested activities:

- Run a competition for your Instagram followers and would be followers by inviting them to submit their photos to be in with a chance of their work being showcased in your shop window and to win a framed print.
- Decide how many 'winners' you want and how long you want the competition to run
- You could invite a professional photographer you work with to be the judge
- Post all about it on all your social media channels.

You will need to make Terms & Conditions available.

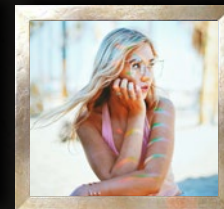
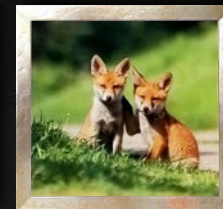
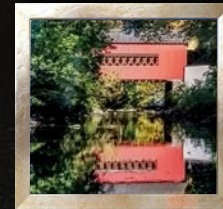
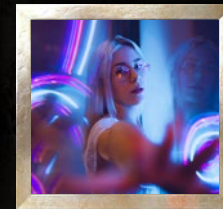
Sample social media posts

Are you a master of Instagram? If so, tag us in on your favourite photos and you could win a framed image and the chance to shine in our shop window!

Closing Date: To be announced

We are looking for (town)'s best Instagrammers!
Tag us in on your photos and you could win a professionally framed print of your work!

Small screens to big frames.



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BUT IS IT ART?

We want to see new ways of showcasing frames. Art appeals to people in different ways and one person's masterpiece is likened by another to the efforts of their two year old. Why not have some fun with this?! Frame a packet of biscuits, an old boot, the contents of your recycling bin....

Sample social media post

Is this art - really?! Let us know with a thumbs up or thumbs down emoji!



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FRAME THE ENVIRONMENT

We know you are creative and daring when it comes to trialling new framing styles and methods, but does everyone in your local area? This activity aims to increase awareness of your business' capability and ensure that local people know exactly who to go to for any of their framing needs!

The stunt: Place large frames near popular local landmarks or view-points with a label or sign that reads 'This view is sponsored by XXXXX Framers... drop in store for more transformative framing ideas.'

A stunt like this makes a scene (literally), disrupting people's senses while they are out and about to ensure that your shop is at the front of their mind when they require creative assistance. It also shows you think outside the box (or frame) when it comes to framing all artistic mediums.



Sample social media post

'No job is too big or too small for us, we frame everything and anything. Take a look...'

'You name it, we can frame it!

We put this to test out in TOWN NAME last week, did you get a chance to check it out...'

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