

MyFlorist

- Situation** MyFlorist had been delivering high-quality flower arrangements and related services to a growing client base for over 17 years by the time it had expanded to four locations. When the decision was made to consolidate all operations at one location, The Design Channel was hired to develop a branding and marketing program to accommodate MyFlorist's new circumstances and recoup lost walk-in business.
- Solution** We developed a program consisting of modest qualitative research, a re-positioning of the brand, a new look and feel, a direct marketing campaign, a website facelift and a print campaign.
- One-on-one interviews with both retail and corporate customers revealed that MyFlorist was regarded as a provider of not only mid- to high-end floral arrangements but high-touch service as well. This finding led to a positioning strategy that was centered on MyFlorist's commitment to turn any sentiment into a beautiful, lasting impression. From this, we created the tagline "Your expression. Our Passion. MyFlorist." Furthermore, we revised the company's logo and created a branding toolkit as well.
- Result** Our work not only helped re-energize the brand but also contributed to a significant lift in MyFlorist's overall sales volume.

- o positioning statement
- o tag line
- o refined logo
- o branding look and feel

MyFlorist's passion for creating unique floral designs and delivering exceptional service turns expressions of love, friendship, sympathy and more into lasting impressions. MyFlorist has a distinctive style not only in their creative floral designs, but also in their high-touch service. There are hundreds of human emotions. MyFlorist has an arrangement to express every one of them.

Research Modes Used:

One-on-one Interviews

Competitive Brands Review

Your expression. Our passion. MyFlorist.

MyFlorist



WHILE NATURE DELIGHTS US OUTSIDE,
OUR SPRING COLLECTION
BRINGS THE MAGIC
OF THE SEASON INSIDE.



Your expression. Our passion. MyFlorist.

MyFlorist

OUR HOLIDAY COLLECTION—
BECAUSE SOME OF THE WARMEST HOLIDAY WISHES
CAN'T BE EXPRESSED WITH WORDS.

Nothing fills a home or office with the love and joy of the season like a festive holiday arrangement. Our spectacular Holiday Collection includes over two dozen elegant and distinctive arrangements created from one of the area's largest and freshest selection of flowers. Order today and let us hand-deliver a little holiday spirit to your home, family or friends.

Call 1-888-255-9500 or visit www.myflorist.com
to place your order. Floral consultants are available to assist you 24/7.



Star Ball \$1175 Hot Single \$1475 Gift Box \$1100

Special Holiday Savings
We do special \$7 off every online order.
Simply enter the promotional code Holiday7.
Offer expires 12/31/07.

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MyFlorist
1984 Chain Bridge Rd.
Suite 100
Farmingdale, NY 11735
(516) 341-1100



THE HOLIDAYS ARE FILLED WITH
WONDERFUL EMOTIONS.
AND WE HAVE AN ARRANGEMENT
TO EXPRESS EVERY ONE OF THEM.

Your expression. Our passion. MyFlorist. **MyFlorist**

OUR SPRING COLLECTION—INSPIRED BY NATURE.
DESIGNED & DELIVERED BY MYFLORIST.

Surround yourself or someone you love with the colorful blossoms of Spring. Choose from our unique selection of bright and cheery arrangements. Or have our talented and experienced designers create a custom arrangement just for you from our huge inventory of unusual local and imported flowers. Each breathtaking arrangement puts Spring in the air—just about anywhere.

Call 1-888-255-9500 or visit www.myflorist.com
to place your order. Floral consultants are available to assist you 24/7.




Bright Bou \$1175 Dream Bou \$1175 Color Bou \$1175 Spring Bou \$1175

Special Spring Savings
We do special \$7 off all online orders.
Simply enter the promotional code Spring7.
Offer expires 4/15/08.

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WHILE NATURE DELIGHTS US OUTSIDE,
OUR SPRING COLLECTION
BRINGS THE MAGIC
OF THE SEASON INSIDE.

Your expression. Our passion. MyFlorist. **MyFlorist**

THREE AMAZING WORDS—"I LOVE YOU,"
AND WE HAVE AN INFINITE NUMBER OF
SPECIAL WAYS TO EXPRESS THEM.

This Valentine's Day, take the object of your affection's breath away with one of our spectacular romantic arrangements. With a tremendous inventory of fresh flowers, our distinguished design staff is ready to help you express your love in a way that words can't.

Call 1-888-255-9500 or visit www.myflorist.com
to place your order. Floral consultants are available to assist you 24/7.




Heart Bou \$1175 Heart Bou \$1175 Heart Bou \$1175 Heart Bou \$1175

Special Valentine's Day Savings
Request delivery for Monday,
Tuesday or Wednesday (Feb. 11-13),
and we'll take \$10 off your order!
Offer expires 2/14/08 and not valid on other offers.

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1984 Chain Bridge Rd.
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(516) 341-1100



LOVE IS
PERSONAL AND POWERFUL.
EXPRESS YOURS ACCORDINGLY.
VALENTINE'S DAY IS THURSDAY,
FEBRUARY 14TH!

Your expression. Our passion. MyFlorist. **MyFlorist**

GIVE HER A GIFT THAT'S
AS EXTRAORDINARY AS SHE IS.

Flowers are the perfect way to express your love, respect, and appreciation. Honor the special Mom in your life with one of our unique and stunning floral designs—and make it a day she'll never forget.

Call 1-888-255-9500 or visit www.myflorist.com
to place your order. Floral consultants are available to assist you 24/7.



The Bou \$1175 Mother's Bou \$1175 Green Bou \$1175 Mother's Bou \$1175 Mother's Bou \$1175

Local and national delivery no problem.
Order early for the best selection.
Traditional delivery dates are Friday and Saturday.

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(516) 341-1100



THEY SAY THERE'S NO LOVE LIKE
A MOTHER'S LOVE.
SHOW HER THE FEELING IS MUTUAL.
MOTHER'S DAY IS SUNDAY, MAY 11TH!

Your expression. Our passion. MyFlorist. **MyFlorist**

EVERY COMPANY IS MADE UP OF
MANY PERSONALITIES.
WE HAVE AN ARRANGEMENT
TO RECOGNIZE AND INSPIRE
EACH ONE OF THEM.

Your expression. Our passion. MyFlorist. **MyFlorist**



At MyFlorist, we pride ourselves in combining elegant and distinguished designs — from traditional to cutting edge contemporary — with professional and personal service. Each corporate customer is assigned a dedicated shopperson to meet you with all of your special needs, and our talented design staff will take your breath away with the appropriate arrangement, whatever the occasion.

Our designers draw from our immense inventory of both locally grown and imported fresh flowers, and our sales staff will make your ordering and billing easy, convenient, and efficient.

So let us help you bring a personal touch to your company or organization. Like us, you may find it's essential for professional success.





JUST LIKE OUR FLOWERS, OUR CLIENTS ARE
HANDLED WITH THE UTMOST OF CARE.

Your expression. Our passion. MyFlorist. **MyFlorist**



Sunny Skies



Roman Holiday



Springly Chic



New Baby Arrangements



Holiday Greetings



WHILE OUR FLOWERS ELICIT MANY DIFFERENT EMOTIONS,
YOUR COMPLETE SATISFACTION IS ALWAYS ONE OF THEM.

Your expression. Our passion. MyFlorist. **MyFlorist**



Autumn Orchard



Summer Smile



Cheerful Wishes



Vineyard Bliss



Tropicals & Exotics

SPREAD PEACE, LOVE,
JOY AND HAPPINESS
—ONE ARRANGEMENT AT A TIME.

Your expression. Our passion. MyFlorist.



THE HOLIDAYS ARE FILLED WITH
WONDERFUL EMOTIONS. AND WE HAVE
AN ARRANGEMENT TO EXPRESS
EVERY ONE OF THEM.



Call 1-888-255-9500 or
visit www.myflorist.com



Silver Bells \$57.95



Holiday Spritz \$72.95

CREATE THAT SPECIAL HOLIDAY
FEELING WITH FLOWERS.

Nothing fills a home or office with the love and joy of the season like a festive holiday arrangement. Choose from over two dozen elegant and distinctive arrangements in our Holiday Collections. Or let our Floral Consultants assist you in designing your own. Our experienced floral designers will take your needs into account with stunning arrangements created from one of the area's largest and freshest collections of flowers.

At MyFlorist, we guarantee your complete satisfaction. So let us hand-deliver a little holiday spirit to your home, family or friends. Call 1-888-255-9500 or visit www.myflorist.com to place your order. Floral consultants are available to assist you 24/7.



 Noël Chic \$52.95	 Sweet Celebration \$64.95	 Gift of Roses \$119.95	 All is Bright \$64.95	 Holiday Sweetheart \$44.95	 Golden Holidays \$89.95
 Everything Glitters \$114.95	 Holiday Chic \$124.95	 Christmas Couture \$54.95	 Christmas Treasure \$42.95	 Star Lining \$49.95	 Holiday Gift Basket \$99.95

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Silver Bells \$57.95 All is Bright \$64.95 Gift of Roses \$119.95

Special Holiday Savings
Visit us, spend \$7 off every online order.
Simply enter the promotional code Holiday7.
Offer expires 12/31/07.

MyFlorist
1884 Orion Bridge Rd.
Suite 204
McLean, VA 22102

