



DREAMS FOR DREAMLAND

Team 3

APRIL WINZ, ADDIE
PETERSON, LILY MCNEAL
AND SYLVIA DAVIDOW



PROBLEM/ OPPORTUNITY

- Differentiate itself from the highly competitive market
- Incorporating workshops and events
- Hone in on their desired aesthetic to
- personalize an individual's in-store and online shopping experiences



GOAL STATEMENT

**For Dreamland to be recognized as
a well-established shop in
Portland that fosters a sense of
community through its
personalized shopping experience
and collaborative events.**

KEY PEST FINDINGS

P

Political

Oregon Secretary of State provides a 'Start a Business Guide' in the form of a checklist

E

Economical

Business Oregon Program – created to help small businesses rebuild and reestablish themselves.

S

Social

Consumers in Oregon favor small and minority owned businesses; highlight women owned

T

Technological

Omnichannel retailing provides the best parts of both in-person and online shopping experiences.

KEY SWOT FINDINGS

S

Strengths

More than just a shopping experience: workshops, community, and personalization.

W

Weaknesses

New business, therefore, no existing customer base or established target audience

O

Opportunities

Collaboration efforts with local businesses

T

Threats

Local competition from surrounding retailers.

AUDIENCE 1: GEN Z WOMEN

Demographic Data

around 30,000 people ages 18-24 live in Multnomah county (58% female)

How they are influenced

They love spontaneous and impulse purchases (geared from social media)

Why buy from small businesses?

They are easily influenced to buy products from small businesses who use their social media as a marketing strategy



AUDIENCE OBJECTIVE

To have an effect on the awareness of Dreamland's social media presence specifically to generate awareness among 5,000 profile views from 18-23-year-old women within the first year of being open.

STRATEGIES AND TACTICS

1. A social media strategy focused on **Instagram**. Allow us to gain traction on platform and shop.
2. A social media strategy focused on **TikTok**. Allow us to showcase authentic brand personality through video content promoting audience engagement.

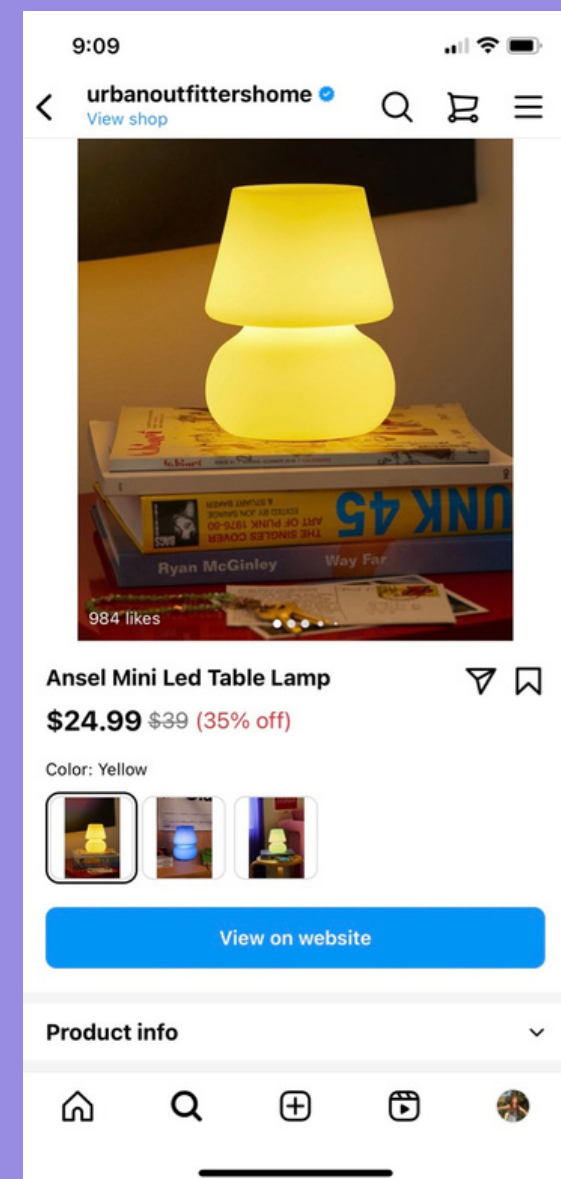
Tactic 1.1: Linking the online website and social account

Tactic 1.2: Establishing the Instagram Shop

Tactic 2.1: Researching and executing trends

Tactic 2.2: Audience connection through video

Tactic 2.3: Participating in competitor engagement



AUDIENCE 2: MILLENNIAL WOMEN

- More disposable income
- At place in life where they can start affording nice thing
- Value experience over material



- **24% of the Portland population, Portland is one of the number one spots of millennial population growth**
- **They value experiences over possessions, with 59% of them attending over 10 live events in the past 12 months**

AUDIENCE OBJECTIVE

To have an effect on Dreamlands workshop awareness, specifically to generate awareness among #200 women ages 25-41 by the end of the second year through promoting unique and frequent workshops.

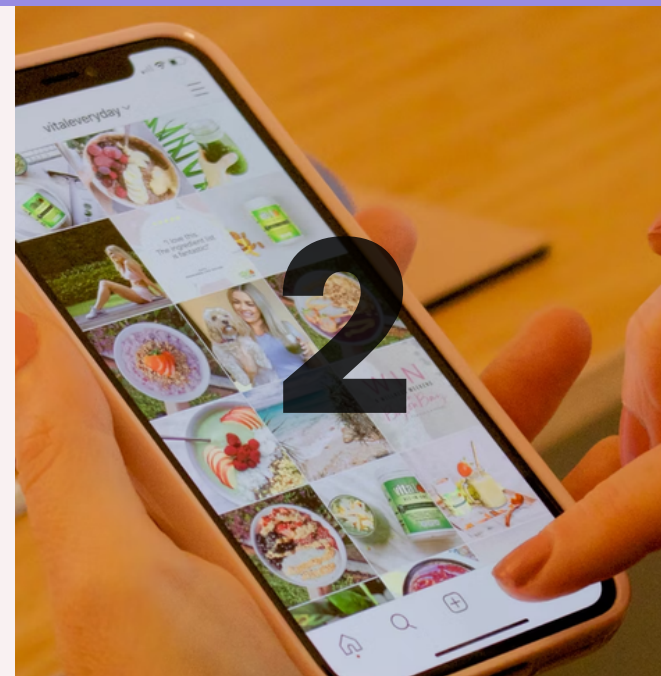
STRATEGY:

To accomplish the objective, we recommend a digital strategy focused on workshop promotion. This strategy will allow us to target our audience and increase customer engagement at workshops



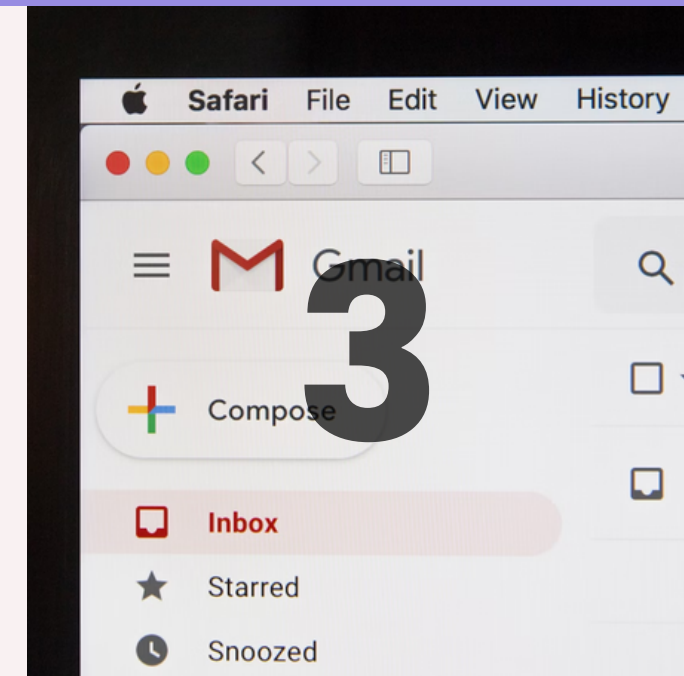
TACTIC 1: CREATE A PUBLIC CALENDAR OF WORKSHOP TOPICS

Calendar that displays events and workshops over the next few months - lives on website.



TACTIC 2: PROMOTE ON SOCIAL CHANNELS

Utilize social media (with an Instagram focus) to highlight upcoming workshops.



TACTIC 3: E-NEWSLETTER

Weekly email newsletter featuring information about Dreamland, unique articles highlighting design tips (through product promotion).



TACTIC 4: CREATE A FACEBOOK GROUP

A Facebook group where millennial women can connect with others and Dreamland's workshops.

AUDIENCE 3: GEN X

Women ages 50-59



Practical + price-conscious shoppers

- 86% *practicality focused*
- 55% *are price-conscious*
- 45% *are focused on the quality of the item*



Prefer a highly attractive store

- *Inspiring displays get their attention*
- *More appealing with home decor*



Interested in workshops

- *Looking for unique and creative ways to express themselves*



Love a great deal and bargain

- 68% *of females are bargain hunters*
- *Prefer unique offerings and would be more willing to spend their money on something special*

AUDIENCE OBJECTIVE

**To have an effect on awareness,
specifically to generate interest for 50–59-
year-old women by communicating with
them through visual and personal
interactive efforts that will drive awareness
for 300 people within the first six months of
opening.**

STRATEGY:

We recommend an earned media strategy focused on the curated aesthetic of Dreamland.

1

TACTIC

Develop interactive window displays

QR Codes
Trend adaptation

2

TACTIC

Create a Dreamland press kit

Hire photographers + videographers to help bring this to life

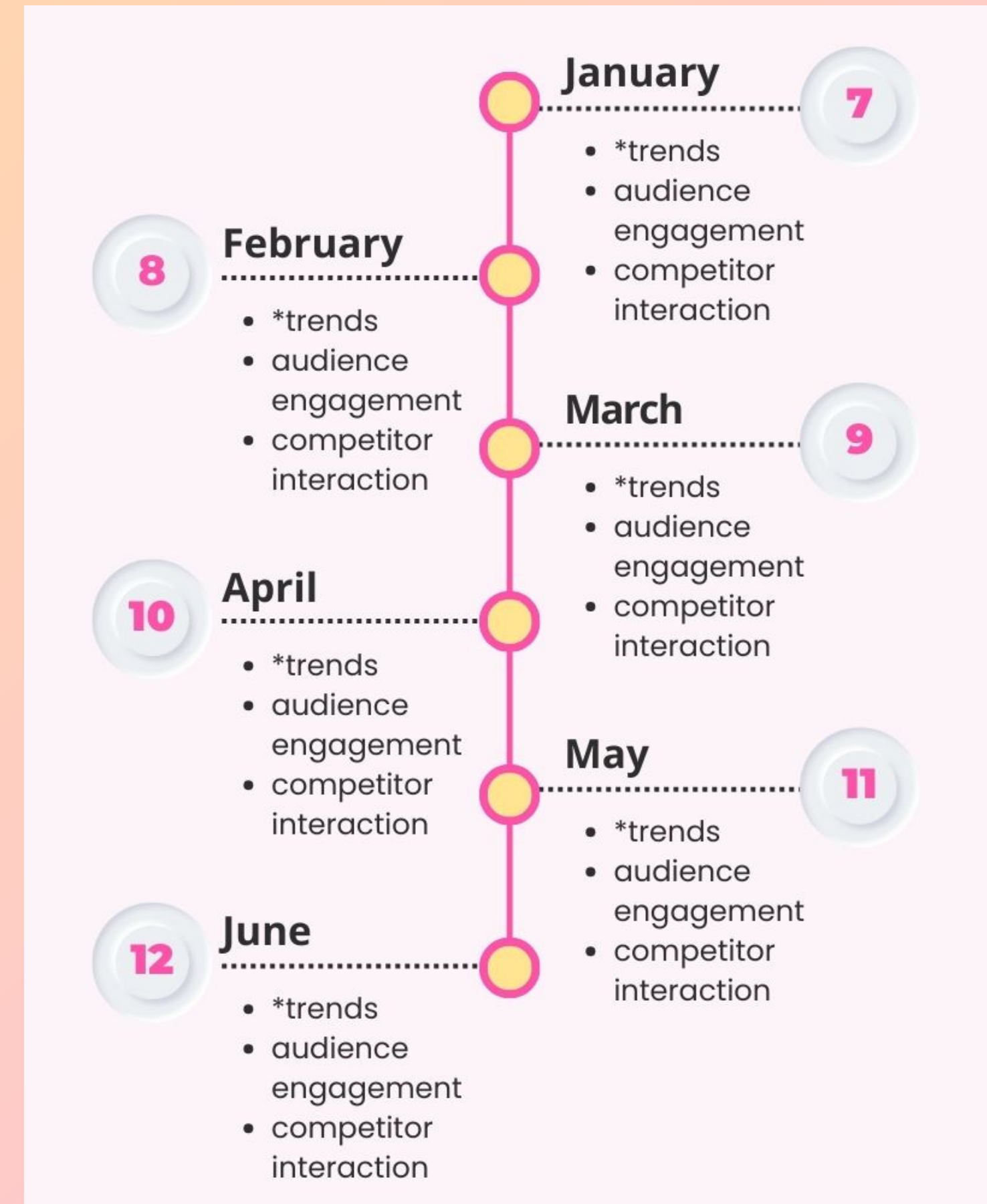
3

TACTIC

Send press kits to local magazines and news stations

Include first-time shopper coupon

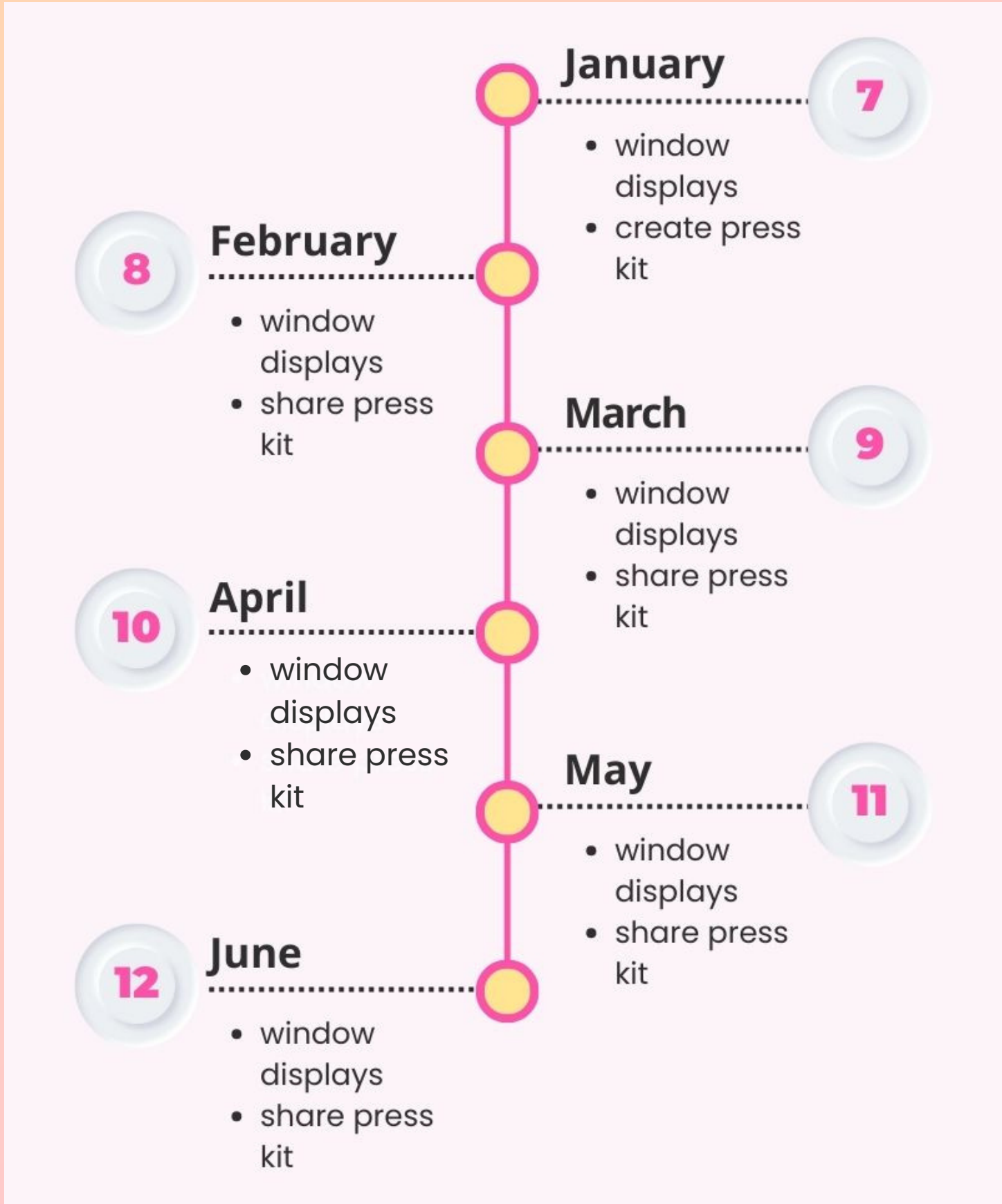
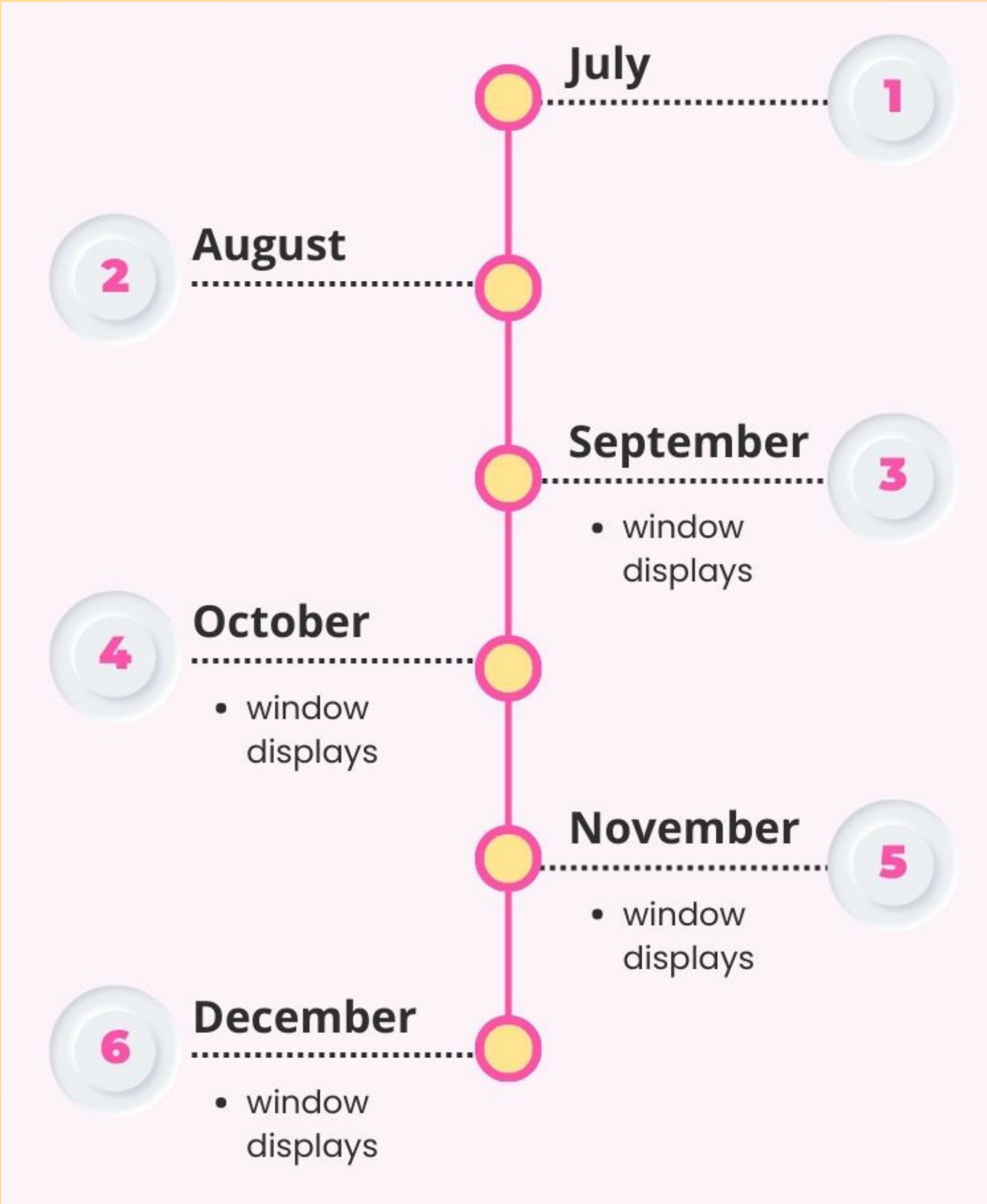
TIMELINE: GEN Z



TIMELINE: MILLENNIAL



TIMELINE: GEN X



THANK YOU