

THE BARD COMPANY





Kids Exchange

Digital Operations Creative



Messaging and Positioning

Branding

#00642e

#ed1b24

#fdf25c

#ffffff

#000000



Marketing Campaign Summary

- **Positioning:**
 - “Nation’s LARGEST Kids Consignment Event”
- **Summary:**
 - Kids Exchange is in need to raising awareness of this week’s upcoming event to past attendees and key targets. The Bard Company has developed a series of display and video ads that are focused on reaching these individuals, and raising awareness of the upcoming event.
- **Look-and-feel:**
 - The look-and-feel of the campaign matches the website’s current look-and-feel and branding. We’ve developed two visual campaigns/themes to choose from: Toys and Tricycle.
- **Strategy:**
 - We’ll be targeting people at the first 4 steps of the journey. First step targets people unaware of the event with video ads. Goal is reach, views, clicks. Third step we target our matched lists and social followers with video ads focused on reach, views, clicks. Fourth and final step we retarget site visitors from earlier ads with more video, and display ads on Facebook and Google. This should cover 90% of their traffic.
- **Tactics:**
 - We’ll target in two weeks: Week 1 focuses on driving awareness, week 2 attendance.





Two Brand Awareness Ad Messages

Four Brand Awareness Ad Messages

Toys:

The first theme is **TOYS**, and focuses on connecting thrifty moms with the images and pictures of saving money on toys and items via attending the consignment event. General tone is playful and toy-like. First video shows a toy piano, with the number's hinting at the amount moms can save. The other two videos consist of rooms full of items people can find at the event.

Tricycle:

The second theme is **TRICYCLE**. It uses the brand logo to tie it into the fact that moms can save a LOT of money getting it at the consignment event. Tone is inspiring and happy for the first two, with smiling children. The final is more comedic, with converting similar episodes into attendance.

Four Brand Awareness Ad Messages

Toys:



Tricycle:





Videos & Variants

Toys Videos & A/B/C Variants (PICK ONE)

Toys A:



Toys B:



Toys C:



Tricycle Videos & A/B/C Variants (PICK ONE)

Tricycle A:



Tricycle B:



Tricycle C:





Platforms

Platforms

Facebook:

- Desktop News Feed
- Mobile News Feed
- Instant Articles
- Desktop Right Column
- Instagram Feed
- Audience Network Interstitial
- Audience Network Native

Instagram:

- Instagram Feed

Google Display:

- Native Responsive
- Image Responsive
- Text Responsive

Facebook

Ad Preview 1 of 1 Ad

Desktop News Feed 1 of 9

Kids Exchange Consignment Sale
Sponsored ·

Join us on July 17th-23rd for the nation's LARGEST kids consignment sale event! Located at the NC State Fairground in Raleigh.
Join us and save a ton of 🧸 🧸 🧸 ! Visit www.KXconsignment.com.



TOYS Learn More

CLOTHES

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CARSEATS Learn More

GAMES Learn More

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GAMES

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STROLLERS

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STROLLERS BOOTS

[Learn More](#) [Learn More](#)

 July 17-23, Ra

 Like  Comment  Share

Facebook

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BOOTS

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KX

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[Learn More](#) **SEE MORE AT KXCONSIGNMENT.COM** [Learn More](#)

Like Comment Share

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Ad Preview 1 of 1 Ad < > 

Mobile News Feed 2 of 9 < >

 **Kids Exchange Consignment Sale**  

Sponsored · 

Join us on July 17th-23rd for the nation's **LARGEST** kids consignment sale event! Located at the NC State Fairground in Raleigh.

Join us and save a ton of 🧸 🧸 🧸 ! Visit www.KXconsignment.com.



TOYS **CLOTHE**

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 Like  Comment  Share

Facebook

Ad Preview 1 of 1 Ad < > 

Instant Articles 4 of 9 < >

SPONSORED ▼

 Kids Exchange Consign... 

Join us on July 17th-23rd for the nation's LARG...



TOYS
[Learn More](#)



CLOTHES
[Lee](#)

 LIKE |  COMMENT |  SHARE

Facebook

Ad Preview 1 of 1 Ad < > 🔗

Desktop Right Column 5 of 9 < >



Kids Exchange Consignment Sale
[displayurl.com](#)
Join us on July 17th-23rd for the nation's
LARGEST kids consignment sale event!
Located at...

Instagram

Ad Preview 1 of 1 Ad < > 

Instagram Feed 6 of 9 < >

Instagram

 Kids Exchange Consignment... ...
Sponsored



[Learn More](#) >

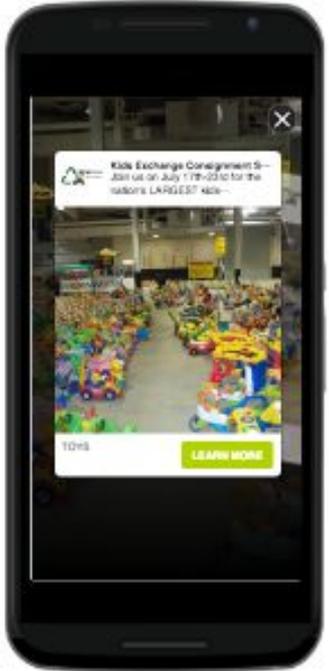
TOYS

Join us on July 17th-23rd for the nation's
LARGEST kids consignment sale ... [more](#)

Facebook / Apps / Sites

Ad Preview 1 of 1 Ad < > 🔗

Audience Network Interstitial ▾ 8 of 9 < >



Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note, this is only a preview. The ad may show up differently in other apps and

Facebook / Apps / Sites

Ad Preview 1 of 1 Ad < > 

Audience Network Native 9 of 9 < >



Kids Exchange Consignment Sale
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Join us on July 17th-20th for the nation's LARGEST kids consignment sale event! Located at the NC State Fairground in Raleigh. Join us and save a ton!



DISPLAYLINK.COM [Learn More](#)



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Please note, this is only a preview. The ad may show up differently in other apps and websites.

Facebook

Ad Preview

1 of 1 Ad < >



Desktop News Feed ▾

1 of 9



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Join us on July 17th-23rd for the nation's LARGEST kids consignment sale event! Located at the NC State Fairground in Raleigh.

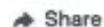
Join us and save a ton of 💰💰💰! Visit www.KXconsignment.com.



♻️ Kids Exchange Consignment Sale Event ♻️

WHEN: July 17-23, 2017. WHERE: NC State Fairground, Raleigh NC.

Learn More



Facebook





Kids Exchange Consignment Sale

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Kids Exchange Consignment Sale Event [Learn More](#)

WHEN: July 17-23, 2017. WHI

Like | Comment | Share

Facebook

Ad Preview

1 of 1 Ad < >



Instant Articles ▾

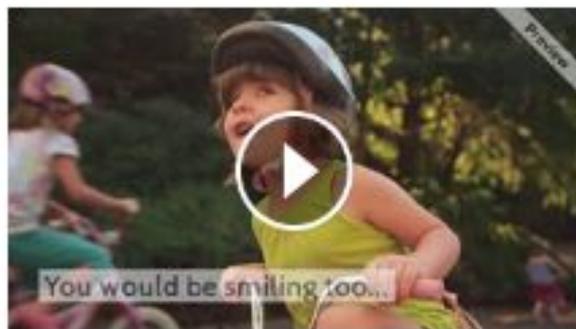
4 of 9



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🔗 Kids Exchange Consign...



♻️ Kids Exchange Consignment Sale Event ♻️

Join us on July 17th-23rd for the nation's
LARGEST kids consignment sale event! Located...

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👍 LIKE | 💬 COMMENT | ➦ SHARE

Facebook

Ad Preview

1 of 1 Ad



Desktop Right Column

5 of 9



Kids Exchange Consignment Sale

Instagram

Ad Preview

1 of 1 Ad



Instagram Feed

6 of 9



Instagram



Kids Exchange Consignment...
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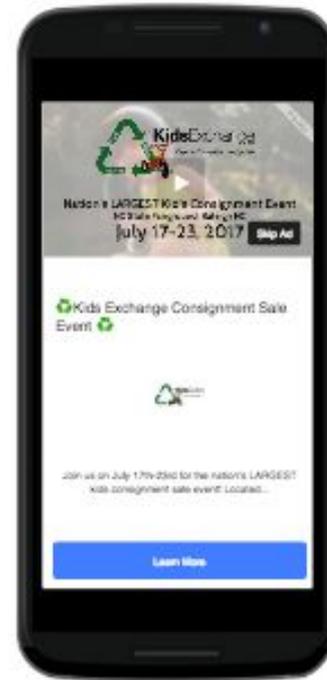


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LARGEST kids consignment sale ... [more](#)

Facebook / Apps / Sites



Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note, this is only a preview. The ad may show up differently in other apps and websites.

Images may animate to reveal the entire

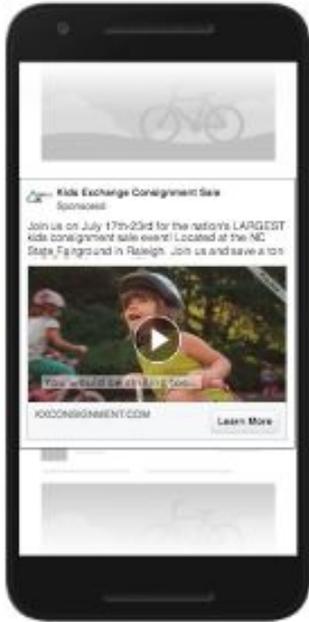
Facebook / Apps / Sites

Ad Preview

1 of 1 Ad < > 

Audience Network Native ▾

9 of 9 < >



Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note, this is only a preview. The ad may show up differently in other apps and websites.

Google Display Network

Native	Image	Text
 <p data-bbox="884 421 981 459">Kids Exchange Kids Exchange</p> <p data-bbox="1025 495 1097 509">VISIT SITE</p>	 <p data-bbox="1136 604 1302 631">Kids Exchange</p> <p data-bbox="1136 645 1373 692">Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.</p> 	<p data-bbox="1534 421 1798 467">Kids Exchange</p> <p data-bbox="1508 489 1823 587">Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.</p>  <p data-bbox="1619 678 1715 692">Kids Exchange</p>

Google Display Network

NATIVE **IMAGE** TEXT



Kids Exchange
Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Kids Exchange



Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Kids Exchange
Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Kids Exchange



Google Display Network

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Google Display Network

NATIVE **IMAGE** TEXT



Kids Exchange
Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Kids Exchange



Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Kids Exchange
Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.



Google Display Network

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Google Display Network



Kids Exchange

Nation's LARGEST Kids
Consignment Sale. Raleigh NC,
July 17-23 2017.



**Kids
change**



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y 17-23 2017.



Kids Exchange



Kids Exchange

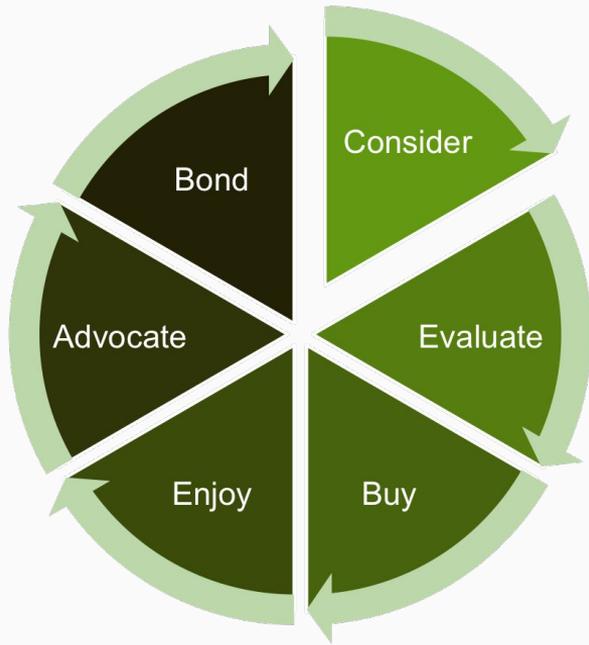


Nation's LARGEST Kids
Consignment Sale. Raleigh
NC, July 17-23 2017.





Consumer Journey



Step 1: Consider

Facebook

Ad Preview

1 of 1 Ad < >



Desktop News Feed ▾

1 of 9



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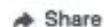
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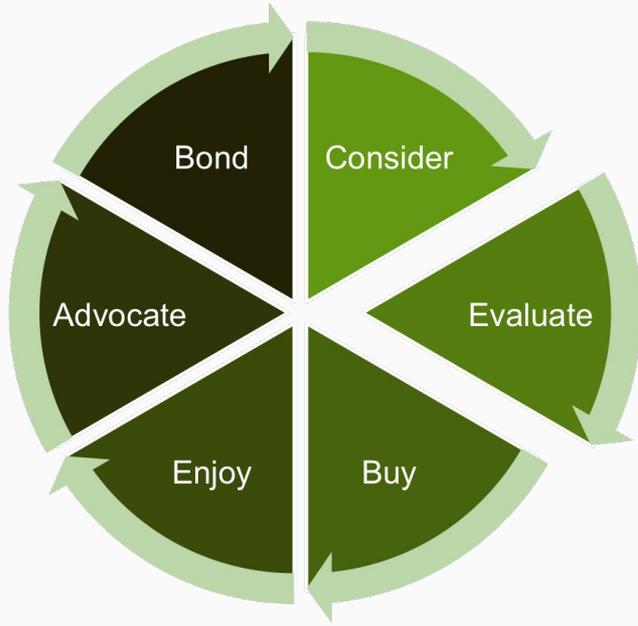


♻️ Kids Exchange Consignment Sale Event ♻️

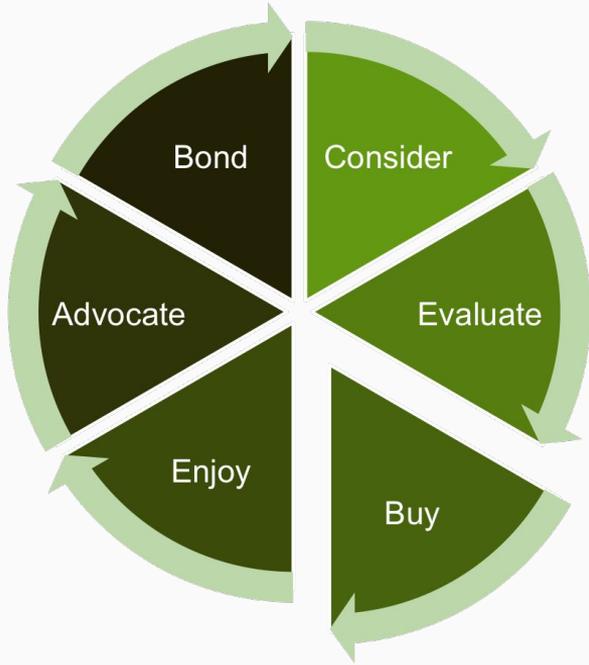
WHEN: July 17-23, 2017. WHERE: NC State Fairground, Raleigh NC.

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Step 2: Evaluate



Step 3: Buy

Facebook

Ad Preview

1 of 1 Ad < >



Desktop News Feed ▾

1 of 9

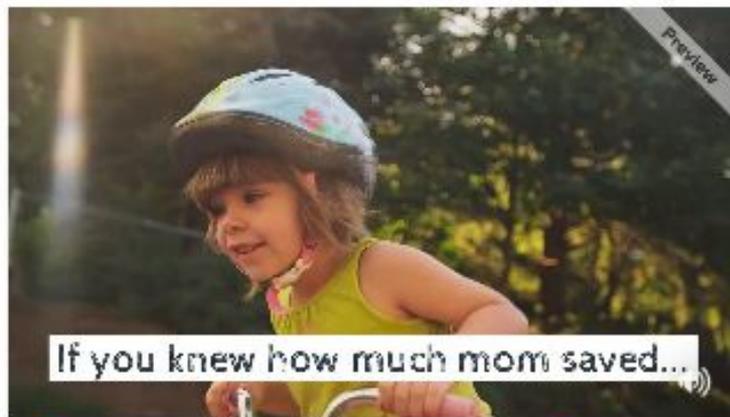


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♻️ Kids Exchange Consignment Sale Event ♻️

WHEN: July 17-23, 2017. WHERE: NC State Fairground, Raleigh NC.

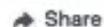
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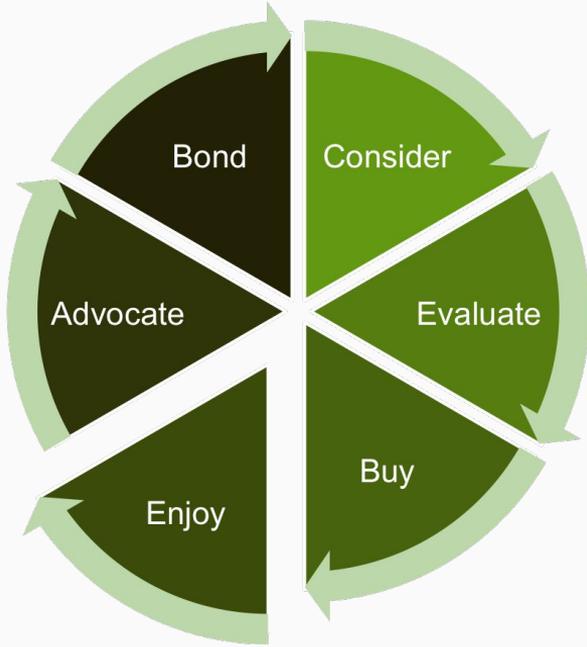
Like



Comment



Share



Step 4: Enjoy

Facebook

Ad Preview 1 of 1 Ad

Desktop News Feed 1 of 9

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Join us and save a ton of 🧸 🧸 🧸 ! Visit www.KXconsignment.com.



TOYS Learn More

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Google Display Network

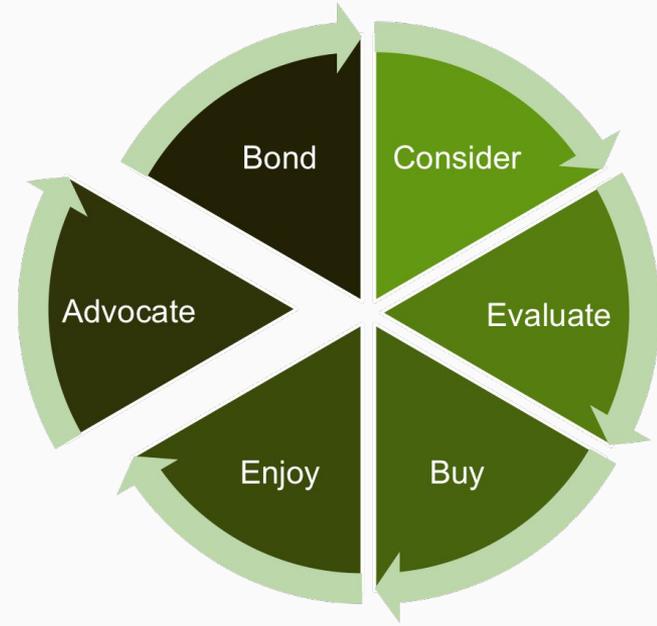
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Google Display Network

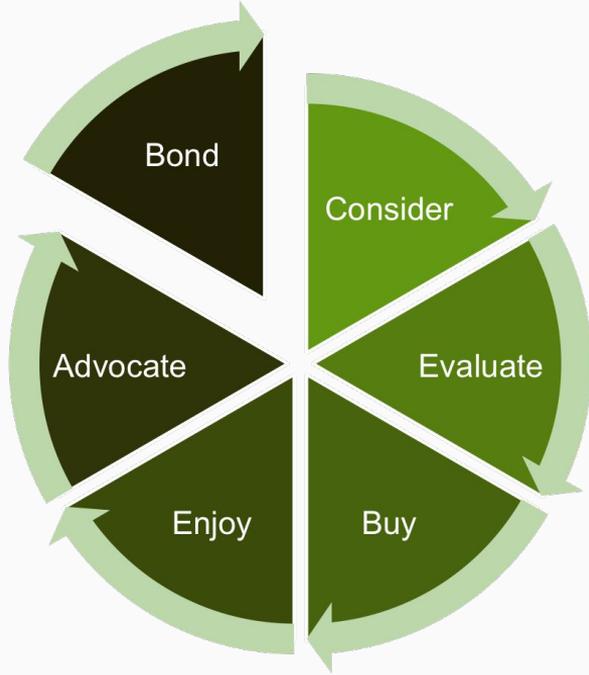
Native	Image	Text
 <p>Kids Exchange Kids Exchange</p> <p>VISIT SITE</p>	 <p>Kids Exchange</p> <p> Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.</p> 	<p>Kids Exchange</p> <p>Nation's LARGEST Kids Consignment Sale. Raleigh NC, July 17-23 2017.</p>  <p>Kids Exchange</p>

Google Display Network

Native	Image	Text
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Step 5: Advocate



Step 6: Bond

Q & A



An aerial view of New York City at dusk. The Empire State Building is the central focus, illuminated with red and green lights. The city is filled with numerous skyscrapers, some with lights on, and the Hudson River is visible in the background under a dark, cloudy sky.

**Let's go
storytelling.**