

HearthStone Product Launch Overview

Campaign Overview

Client	Best in Backyards
Campaign Name	HearthStone Product Launch
Phase Run Date	April 2 - TBD
Campaign Launch Dates	Soft Launch: April 22 Hard Launch: May 28
Summary	<p>Best in Backyards is offering a new line of home heating products from HearthStone, available at Mahopac and Monroe stores. The product line features products for outdoor kitchens as well as indoor heating products (which is the first indoor product Best in Backyards has sold). The product will launch in Spring 2025, even though these products are more in demand for fall and winter months. As a result, we will primarily message this product with a "get ahead of colder weather" approach.</p> <p>The products are as follows:</p> <p>Indoor Hearth (all of these are indoor fireplace models)</p> <ul style="list-style-type: none">● Clydesdale insert display● Bari● Heritage● Shelburne● Lincoln● Waistfield DX gas stove <p>Outdoor Hearth (outdoor kitchen set)</p> <p>Brabura 32 Cast Iron Griddle Genio Multi-Fuel Pizza Oven 4.9 Meteor Cast Iron Fire Pit with Cooking Ring</p>
Campaign Objective	Primary Objective: Product Awareness Secondary Objective: Product Purchases
Key Results	<ul style="list-style-type: none">● Social Media Engagement

	<ul style="list-style-type: none"> Product Page Visits Product Inquiries (phone, contact form, in-store: Mahopac & Monroe)
Channels	Social (Facebook, Instagram) Email Web
Key Resources	<ul style="list-style-type: none"> Private (https://app.clickup.com/t/868cj3n4p) Private (https://app.clickup.com/t/868dfw1pn) [Link to project resource] [Link to project resource]



Campaign Strategy and Details

Campaign Summary

Best in Backyards is offering a new line of home heating products from HearthStone, available at Mahopac and Monroe stores. The product line features products for outdoor kitchens as well as indoor heating products (which is the first indoor product Best in Backyards has sold). The product will launch in Spring 2025, even though these products are more in demand for fall and winter months. As a result, we will primarily message this product with a "get ahead of colder weather" approach.

The products are as follows:

Indoor Hearth (all of these are indoor fireplace models)

- Clydesdale insert display
- Bari
- Heritage
- Shelburne
- Lincoln
- WFP 75 ZC Fireplace

Outdoor Hearth (outdoor kitchen set)

Brabura 32 Cast Iron Griddle

Genio Multi-Fuel Pizza Oven 4.9

Meteor Cast Iron Fire Pit with Cooking Ring

Objectives and Goals

- **Primary Objective:** Brand Awareness for new products

- **Secondary Objectives:** Drive store traffic, Product Purchases
- **Key Performance Indicators (KPIs):**
 - Social Media Engagement
 - Product Page Visits
 - Product Inquiries (phone, contact form, in-store)

Key Message

- **Key Message:**
 - "New product alert! Best in Backyards now offers HearthStone indoor heating and outdoor kitchen products. Our line of HearthStone products is a sustainable way to heat your home and enhance your outdoor experiences. Visit our Mahopac, NY or Monroe, CT store to explore our new heating options and be the first in line for installation."

*Note - email language could be 'exclusive' in-store preview for subscribers/current customers/etc.

Launch Plan

SOFT LAUNCH

April 22 - May 27

- **Social**
 - TEASER: (H)Earth Day - New Sustainable Product Coming Soon
 - Countdown to Store Install
- **Email**
 - TEASER: (H)Earth Day - New Sustainable Product Coming Soon
 - Countdown to Store Install

FULL LAUNCH

May 28 - TBD

- **Website**
 - Adding new products to the website (TOTAL #)
 - Section on Homepage (i.e., banner, block)
 - Adding to Menu
 - Adding to Sales page (could promote bundles, buy two products)

Social

- - Official Announcement
 - "Get Ahead of Cold Weather" Post
 - Product Photography Features
- **Email**
 - Official Announcement
 - "Get Ahead of Cold Weather" Email
- **Other**
 - Influencer Promotion
 - Product Giveaway
 - In-Store Event/Showing

Deliverables

Deliverables

- **Strategy & Planning**
 - Marketing strategy overview
 - Campaign brief (visual and content direction)
 - Content and media calendar
- **Creative & Execution**
 - Email content and graphics
 - Social media content and graphics
 - Website promotional graphics
- **Reporting & Analysis**
 - Campaign performance report