

# Case Study: A Year Full of Flowers

**Client:** 1-800-FLOWERS®

**OPPORTUNITY:** Develop a promotional publication to increase brand awareness, promote sales of floral arrangements, and drive customers to 1-800-FLOWERS®.

**CHALLENGE:** 1-800-FLOWERS®, already the industry leader in online and telemarketing floral sales, sought to expand its market beyond “special occasion” sales. The company wanted to broaden the mindset of existing and potential customers to perceive 1-800-FLOWERS® as a source for fresh cut flowers as well as pre-made arrangements.

**APPROACH:** The Philip Lief Group worked with one of the nation’s leading floral designers to produce this stunning coffee table book that introduced 1-800-FLOWERS® as a leader in do-it-yourself floral design, expanding the company’s image and services. Developing step-by-step projects along with gorgeous full-color photography, PLG created a publication that highlighted innovative ways to use flowers for everyday decorating and gift-giving, encouraging consumers to purchase flowers and supplies through the 1-800-FLOWERS® Web site.

**RESULTS:** Over 20,000 publications have been distributed to date through major bookstores and online at 1-800-FLOWERS® resulting in higher consumer traffic to the Web site.

