

PYJAMA PARTY

Store Event Proposal

Why Make an event : Become a Lorena Canals Premium Retailer



Our new collection Pyjama Party is the perfect collection to make an easy but effective event to promote your Lorena Canals products in your store.

A GUARANTEED SUCCESS!

From Lorena Canals, we would like to support you with some actions and tips.

Where, When, Who? Tips



Things to Have In Mind:

1- Where ?

Your store with your Lorena Canals corner is the perfect place to do the event.



2- When?

We suggest you to do the event in an after-work schedule to ensure a greater number of customers (from 5:30 pm to 7:30 pm). Not too late for Kids.



3- With Who?

Customer and consumer : Parents and Kids



“ You are invited to our Shop for the sweetest Pyjama Party Ever”

PYJAMA PARTY GUIDE



DIY INVITATION

[Email Template](#)

[Video](#)

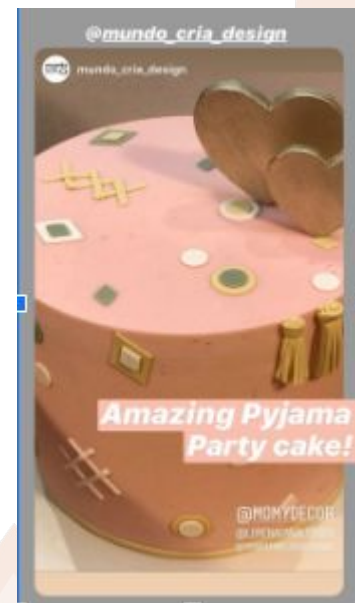
Decorating : Tips



Under de Slogan “Welcome to our Pyjama Party”, decorate the store window, and corners of the shop with a Pyjama Party theme. Set your **Pyjama Party scenography** close to your Lorena Canals Corner and use the washing machine as part of the setup.

Make some different corners around the store for example:

- Candy Tables
Promote all the collection
- Relax Area
Promote new Sleepover Pouffe
- Pillow Fight
To promote stockable puffs and cushions
- Baby Área
Promote Blankets and Basket Maria
- Kids room underlying the rugs, full of garlands and our accessories.





Marketing Actions : Tips



- 1. Giveaway.** Please consider the conditions below*
- 2. Workshops:** We suggest to make different workshops around the store.
 - Make your own sleeping mask
 - How to cook crispy marshmallows
- 3. Photocall:** make a Pyjama Party Photocall theme so people take a picture and share it on social media with official hashtag **#pyjamapartycollection** and tag your store and @lorenacanalrugs



Marketing Actions : *Giveaway Terms & Conditions



1. First of all, we will need to be **tag** in all **your stories and post** so we can repost it in our Instagram: **@LorenaCanalsrugs**
2. **For this Insta Giveaway, it should be on air 24h before the event (as stories and post), so we remind the community that we will be on!**
3. 24H Before the Event:

Reminder Invitation: Post of the flyer and also in **stories** “Remember we will be tomorrow ...”

START the Giveaway: “To our friends coming... We are doing a Giveaway!! How to enter:”:

How to enter:

1. Follow **@LorenaCanalsrugs & your account**
 2. Mention a friend at comments in this post (there is no limit of comments)
 2. Post in your Stories tomorrow at the event a video/photo of the event and tag both **@lorenacanalrugs & your account**
 3. Receive extra points by doing a Post (tagging both)
 4. You will need to give your email and Instagram at the event to get the chance!
4. Day of the event:
 - 1- Some Post of the Event @LorenaCanalsrugs (We will be reposting)
 - 2- Your account announcing the winner (Stories and we will repost) - Video or photo of the announcement of the winner

For any question contact Marta Civit : socialmedia@lorenacanal.com

Communication : Tips



- Send out a Pyjama Party NL 15 days before the event with a **Save the Date** and DIY content.
- Send a reminder NL **24 h before** the event
- BE **posting** in SM the days before to generate expectation using the hashtag: #pyjama party collection and use or SM creative content (post, gif, stories...)
- Make a **Direct Stories** during the event on SM
- Invite some **Bloggers** and Press to the event
- For Webshop: Add a **banner** of the collection on your home page.

What Can we do for you?



From Lorena Canals we want to support you during, before and after the event :

- We will provide you all the **creative content** to get ready for the event.
- We will provide you **1 rug and 1 accessory** for the giveaway.
- We will give you **50 cotton bags** to offer to your customers.
- In case you need it, we can suggest you the **bloggers to invite**.
- We will share on our **SM** the event. (Before and After the event). **Lorena Canals has 250K followers*
- We have at your disposal **[Pyjama Party Sales Tools](#)**

Case of Success : Brazil



Decorating



Social Media

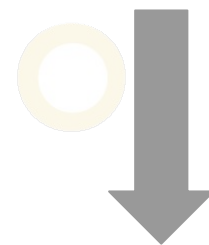
@LorenaCanalsRugs
Clicks to web 20.038
New Followers + 2990 (239.325)
More than 15 STORIES
More than 40K VIEWS

INTERACTIONS: 438
3 POSTS
1 COLLABORATION



Results

4 hours event



42 units sold



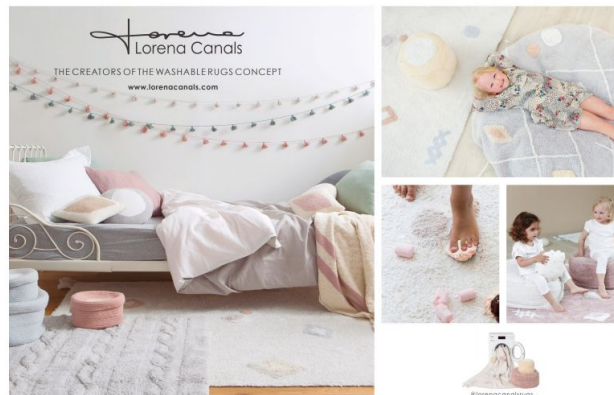
Pyjama Party on Press



Milk

Kids Magazine

House&Beautiful





LET'S PARTY NOW!

Want to be part of the LC premium retailers?
Create your own event!

Contact your sales representative and our marketing team: marketing@lorenacanal.com