

Pottery Barn Creates New Consumer Touchpoint

AUDIENCE COMMENTS MADE DURING THE LIVE EVENTS

"Want it all! Love Pottery Barn and all your fun ideas!!" - Rita K., Colorado

"This was great, thank you. Can't wait for the next one!"
- Leisl, Minnesota

"This presentation is awesome."
- Sheila, Florida

"I love Pottery Barn and their decorating ideas." - Liz Nyman, Connecticut

"Would love more live events."
- Janet Henry, Texas

"More LIVE events please!!!"
- Trisha Davidian, California

FOUNDED IN 1949, Pottery Barn is not just a high end home furnishings brand. Pottery Barn sells a lifestyle, one complete with stylish decorating ideas, effortless entertaining tips and the perfect gift for every occasion. The company's visually stunning retail showrooms and catalogs create a special ambience, inviting customers to design their own Pottery Barn experiences at home. The company's success largely hinges on its ability to artfully and consistently curate its brand. With the Brandlive platform, Pottery Barn has been able to extend its reach even further—right into the comfort of customers' homes.

Product Experts Set the Stage

POTTERY BARN ENGAGES its customers using a mix of interaction components unique to Brandlive: live video, social interaction and e-commerce features.

The brand's first events focused on ideas for holiday decorating, entertaining, gifting and cocktails. During these Brandlive webcasts, Pottery Barn experts and guest designers shared ways to adorn the home, showcasing Pottery Barn products that viewers could purchase by clicking a button right next to the video: everything from garlands and candles, to barware and bathrobes.

Members of the audience submitted questions and comments via live chat and Twitter, which the designers could respond to during the live video feed. In some sessions, Twitter commenters were entered into a drawing for a \$250 Pottery Barn gift card.

Additionally, expert mixologists were on hand to walk viewers through creating festive cocktails using Pottery Barn shakers and glasses, and customers could print recipes right from the event page.

Results

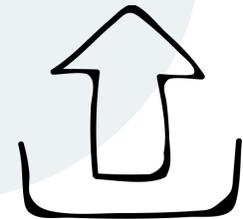
POTTERY BARN USES LIVE VIDEO to create a middle-ground consumer touchpoint between its physical stores and online presence, bringing key benefits of both to the experience. With each event, the company sees its number of registrations, comments and product clicks increase dramatically.

Pottery Barn has succeeded in making viewers feel like they had one-on-one time with the company's designers. The viewers' comments revealed that the audiences was engaged and excited about future broadcasts.

FROM THE FIRST BROADCAST TO THE FOURTH:

Interactions dramatically increased by:

PRODUCT CLICKS... 329%
REGISTRATIONS..... 945%
COMMENTORS..... 3,819%
COMMENTS..... 4,717%



Live Audience Interaction

