

## CONSUMER INSIGHTS

# DID YOU KNOW...

65% DON'T FRAME

## TOP REASONS

- NOTHING TO FRAME
- TIME CONSUMING
- WAITING FOR A SALE
- PRICING TREPIDATION
- LACKING EXCITEMENT
- UNCLEAR VALUE

ONLY 35% FRAME AGAIN

FIRST IMPRESSIONS ARE NOT RETAINING NEW CUSTOMERS

74% READYMADE PURCHASES LEAD TO RETURN CUSTOMERS

BECOME A FRAMING DESTINATION

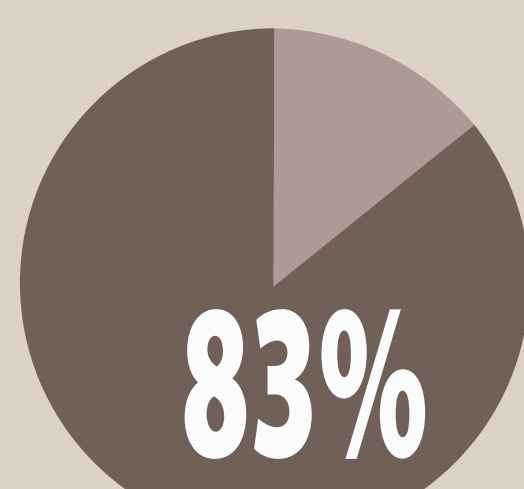
- OFFER A LOYALTY PROGRAM
- EDUCATE ON WHAT CAN BE FRAMED NEXT
- EMAIL COUPONS & INSPIRATIONAL IMAGES



**STICKER SHOCK! FEAR!**

"The first time and last time framing...I didn't know how to refuse the price after designing for an hour. I just did it and had buyer's remorse."

- Desire to understand pricing at project start
- Appreciate models framing examples
- Seeking an opening pricepoint option with customization



83%  
**PRESERVATION FOCUSED**

Items important enough to frame are considered "treasures" or "investments".

- All consumers interviewed understood the importance of "archival" materials
- Multiple mats as valuable as specialty glass

Artcare

Who IS FRAMING?

- As many males as females
- 44+ Years Old
- Degreed Professional
- Art Collector
- Photo Enthusiast

WHAT THEY'RE FRAMING:

39%  
**non-art**

- Vacation Photos
- Travel Photos
- Sentiments
- Certificates
- Mirrors
- Photo Canvas

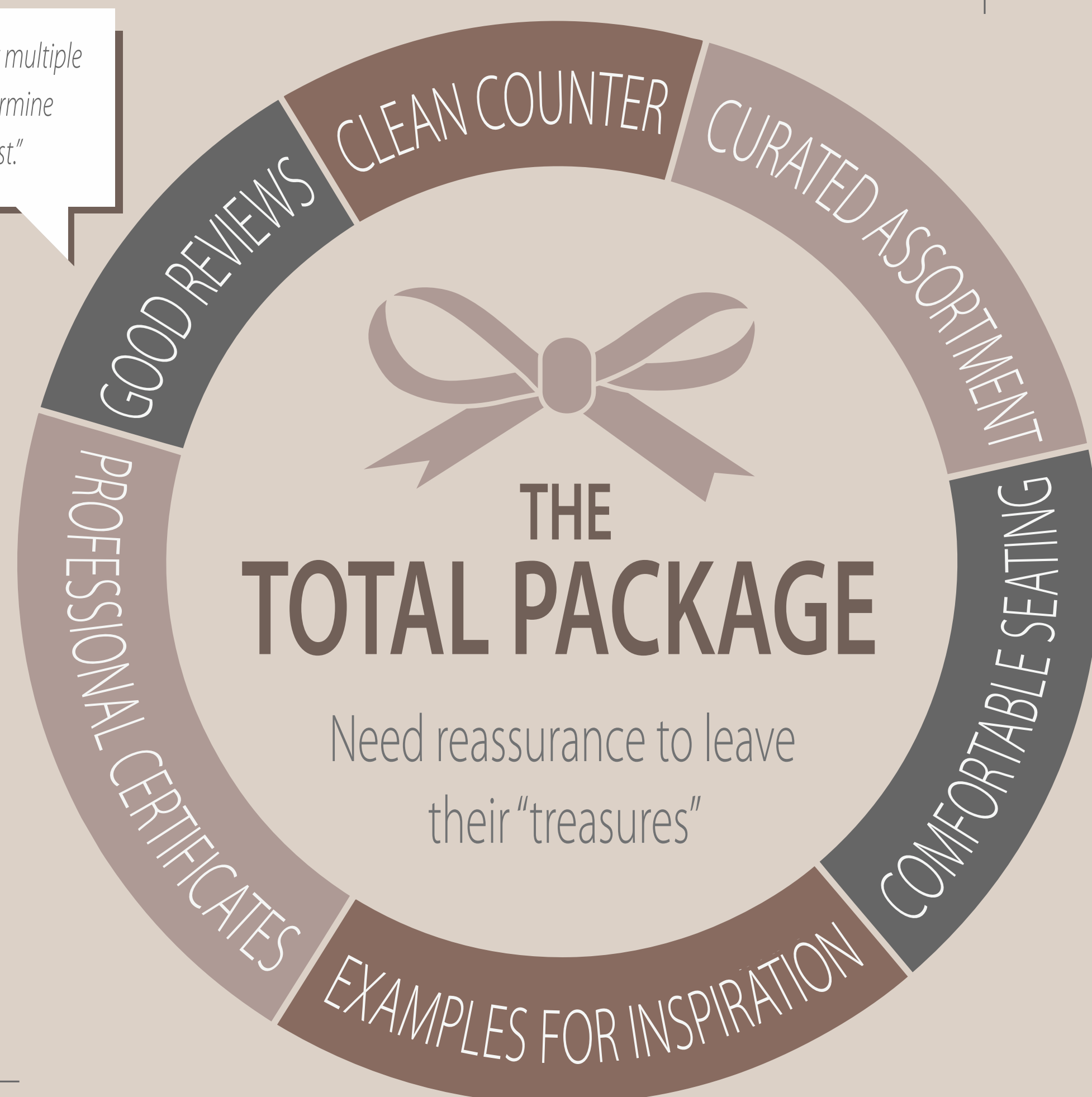
20% SALES ARE FROM METAL. DESPITE LIMITED PLACEMENT

**METAL MATTERS!**

- High potential for profit with more placement
- Younger demographic chooses metal over wood
- Strength and preservation valued

nileen

"I will drive by multiple shops to determine who I can trust"



THE TOTAL PACKAGE

Need reassurance to leave their "treasures"

45% OF CUSTOMERS ARE HOLDING ONTO SOMETHING TO FRAME



OFFER A HANGING SERVICE!

60% HAVE A FAMILY GALLERY

**POST PURCHASE GRATIFICATION**

KNOWLEDGE = COST CONFIDENCE

PROVIDE A RECIPE

Bainbridge + NurreCaxton

## NATIONWIDE HOME VISITS & SURVEYS



## ABOUT OUR RESEARCH

### Background & Objectives

- Obtaining insight into consumer considerations, reasons for custom framing and what is framed
- Learning how consumers think of custom options, decide where to shop, importance of store settings, aesthetic influences and how they perceive store expertise differences
- Develop a better understanding of price sensitivity
- Detecting areas of frustration, concerns, barriers to framing
- Obtaining insight on purchase preparation, thoughts on what is pre-determined prior to meeting with framer, what is decided in the store - material, matting, color, finish, brand
- Observing how frames are displayed in the home, and hearing consumer

### Methodology

In-home affinity groups were conducted in the Boston, MA and Austin, TX metropolitan areas in June 2013. Additional sessions were conducted in Denver, CO and in Orange County, CA in August and September 2013.

- A total of 66 consumers took part in the research: 22 - Boston, 18 Austin 15 Denver and 11 Orange County sessions
- 27 homes were visited: 9 in MA, 6 in TX, 6 in CO, and 6 in CA
- Each interview or affinity group took 30 minutes to one hour

All of the host participants had custom framed a least one thing within the past 2 years. Invited friends or neighbors had also custom framed an item and/or shopped for custom framing.

### Karen Dovey

President / Strategic & Consumer Insights / Ethnography Specialist

Founder Karen Dovey is a skilled moderator and researcher with a penchant for working with diverse audiences in both the US and abroad. Karen has 25 years of marketing research experience on both the client and supplier side, a BA in Sociology from Colorado College, and an MBA from the University of Colorado. Her career started with manufacturing companies: Burlington Industries in New York and then with Teledyne Water Pik in Colorado. Karen left her position as Global Marketing Research Manager at Teledyne Water Pik to launch Research Insights in 1999.



RESEARCH  
**insights**