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The Container Store®

Campaigns Presentation for The Container Store

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OUR TEAM

PEOPLE PASSIONATE
ABOUT ORGANIZATION

EXECUTIVE SUMMARY

The "Dorm Essentials" campaign for The Container Store targets college students and their parents, aiming to position the brand as the go-to solution for stylish, efficient dorm room organization. The campaign will highlight the intersection of practicality and personal style, offering affordable, high-quality storage products for small spaces. Focused on Gen Z students, particularly those in the Southeastern U.S. and Texas/Oklahoma/Arkansas regions, the campaign will leverage social media, influencer partnerships, and digital ads to create awareness and drive sales. Through the tagline "Maximize Your Space, Maximize Your Life," the campaign speaks to students seeking stress-free organization solutions for their new living environments. By combining expert guidance with trendy products, "Dorm Essentials" not only meets immediate move-in needs but positions The Container Store as a brand for long-term, post-college home organization, fostering brand loyalty and long-term customer relationships.



SITUATION ANALYSIS

THE CONTAINER STORE

Position The Container Store as the go-to brand for stylish, functional, and high-quality dorm and small-space organization solutions among college students and their parents, while enhancing digital engagement, expanding awareness in key geographic markets, and shifting brand perception to include college and young adult needs.

S.W.O.T

STRENGTHS

- **Brand Recognition:** Widely associated with top-tier organization and storage solutions, especially for small spaces.
- **Quality Perception:** Products are viewed as high-quality, durable, and functional, especially valued by parents.
- **Diverse Product Range:** Offers a wide selection of products for dorms, kitchens, closets, and small apartments.
- **Tailored for Small Spaces:** Ideal for dorms and college apartments, with multi-use storage options.
- **Excellent Customer Service:** Positive reputation among survey and focus group respondents for in-store service and support.

WEAKNESSES

- **High Prices:** Perceived as expensive compared to competitors like Walmart, Target, and Amazon, deterring budget-conscious students.
- **Limited College Association:** Most consumers associate the brand with home organization, not with dorm or student solutions.
- **Store Accessibility:** Most stores are not directly on or near college campuses; it requires extra travel or planning.
- **Niche Audience Perception:** The brand appeals mostly to a "neatness" demographic, not yet associated with student lifestyles.
- **Heavy Dependence on Physical Stores:** Lags behind competitors in e-commerce convenience and digital-first strategy.

S.W.O.T

OPPORTUNITIES

- **Social Media Expansion:** Tap into TikTok and Instagram trends to show off aesthetic, functional dorm setups; partner with influencers to increase student relevance.
- **Product Education Campaign:** Highlight how products can be reused and transitioned from dorm to apartment to home, increasing perceived value.
- **Content Marketing:** Launch educational content—dorm checklists, space-saving hacks, move-in guides, to alleviate stress and increase student engagement.
- **Digital Shopping Experience:** Improve online platform with virtual room planners, detailed product descriptions, and a more intuitive interface for mobile-first Gen Z.
- **Dorm/Move-In Campaigns:** Target parents and students during summer and back-to-school seasons with student discounts, bundles, and temporary-use solutions.
- **Omnichannel Strategy:** Strengthen the integration between online and in-store for a seamless shopping experience across all touchpoints.

THREATS

- **Competitive Market:** Facing strong competition from Target, Amazon, Walmart, IKEA, and Bed Bath & Beyond, all offering cheaper or more convenient options.
- **Online Shopping Trends:** Consumer preference for digital-first experiences may further challenge The Container Store's physical-first retail model.
- **Economic Constraints:** College students and their families are often on tight budgets, especially for non-essentials like premium organization products.
- **Lack of Awareness in College Towns:** Students may not even realize there's a nearby store or that The Container Store offers dorm-appropriate products.

CONSUMER RESEARCH

PRIMARY RESEARCH

The focus group included students living in apartments, dorms, and a sorority house, offering insights into their move-in experiences, purchasing habits, and organizational preferences. Participants highlighted the importance of functionality and aesthetics when buying dorm and apartment items, often influenced by TikTok trends and parent input. Target emerged as the top destination for dorm essentials due to convenience and affordability, while Amazon and Walmart were also commonly used for organizational products. Many faced challenges related to space constraints, unclear room dimensions, and last-minute shopping stress. Mom's played a significant role in the move-in process, with some students relying heavily on their guidance and assistance. The Container Store was associated with high-quality organization tools, but perceived as expensive and not top-of-mind for college students unless prompted. Students expressed a desire for more student-oriented marketing from The Container Store, including long-term value messaging and discounts, to better compete with more accessible and familiar brands like Target.

CONSUMER RESEARCH

SECONDARY RESEARCH

LEVERAGE INFLUENCER MARKETING & SOCIAL MEDIA ENGAGEMENT

Authenticity Matters: Gen Z values genuine content. Partnering with influencers who align with The Container Store's brand (organization, home aesthetics, and lifestyle) can drive trust and engagement.

Vloggers & Short-Form Content: Utilize YouTube, TikTok, and Instagram Reels for educational and visually appealing organizational content, similar to how beauty brands collaborate with influencers.

Dormify's Success as a Model: Dormify has leveraged social platforms, ambassador programs, and Pinterest/TikTok trends to create a strong Gen Z following. The Container Store should expand its digital footprint similarly.

ENHANCE DIGITAL & E-COMMERCE EXPERIENCE

App Optimization: The Container Store's AR tool converts twice as often as its mobile website. Expanding AR capabilities (e.x., visualizing organized dorm rooms, apartments) could improve customer retention.

E-Service Quality & Online Experience: Gen Z expects fast, seamless, and visually engaging ecommerce experiences. Upgrading site navigation, personalized product recommendations, and offering student discounts can improve e-loyalty.

Budget-Conscious Shopping Features: Students prioritize savings. Implementing student discounts, limited-time college bundles, and browser extensions for deals can increase conversions.

STRENGTHEN LOYALTY PROGRAM & EXCLUSIVE PERKS

Data Shows Loyalty Works: The highest-tier members spend 5x more than entry-level members. Expanding exclusive perks for college students (e.x., VIP dorm organizing sessions, early access to trend-driven products) can drive Gen Z engagement.

Introduce point-based rewards for purchases, social media engagement, or referrals, encouraging repeat interactions.

CONSUMER RESEARCH

SECONDARY RESEARCH

TAILOR BACK-TO-COLLEGE OFFERINGS & IN-STORE STRATEGY

Personalization is Key: Gen Z seeks self-expression in their spaces. A curated college collection (similar to Dormify's shop-in-shop model) with customizable storage solutions would cater to their aesthetic-driven shopping habits.

Multi-Functional & Trendy Products: College students look for dorm solutions that maximize space. Marketing under-bed storage, model closet systems, and aesthetically pleasing organization tools as must-haves can boost sales.

Ease of Move-In: Address logistical pain points (heavy boxes, small spaces, staircases) by bundling essential moving supplies and offering college move-in checklists.

IN-STORE & SMALL-FORMAT EXPANSION STRATEGY

Focus on Experience, Not Just Products: New, smaller-format stores should act as interactive hubs for organizational workshops, influencer-hosted events, and hands-on product trials to build community engagement.

Pop-Up Stores Near Campuses: Expanding pop-up stores near major universities or offering campus partnerships (like Dormify) can increase seasonal foot traffic.

COMPETE IN THE DIGITAL RETAIL SPACE

Amazon Dominates, But Experience Matters: While Gen Z shops online, 63% still prefer convenience over brand loyalty. Offering a unique shopping experience (interactive AR, exclusive student collections, and in-store events) can differentiate The Container Store.

Fast, Cost-Effective Shipping Options: To compete with Amazon and Walmart, optimizing shipping speed, in-store pickup, and student-friendly delivery options (e.x., campus pickup spots) is crucial.

GOALS



Establish Brand
Preference among
College Students
and their Parents



Drive First-Time
and Repeat
Purchases



Cultivate Long-
Term Customer
Loyalty

TARGET:

**\$1,250,000 in sales or
approx. 10,593
transactions**

**Overall Paid Media
Impressions:
approx. 52,373,949
impressions**

CONSUMER INSIGHTS

POSITIONING STATEMENT #1

The Container Store offers durable, affordable dorm solutions that help parents send their child off with a space that is functional and stylish. With trusted products, help from experts, and stress-free shopping, we make move-in day easier, so parents can focus on the milestone, not the stress.

- **Target Segment (For Whom):** Parents of high school seniors and college students.
- **Point of Parity (Frame of Reference):** Dorm organization and storage solutions.
- **Point of Difference (Reason to Buy):** Durable, high-quality, yet affordable products with expert guidance and hassle-free shopping that make dorm move-in stress-free and ensure a functional and stylish space for their child.

CONSUMER INSIGHTS

POSITIONING STATEMENT #2

The Container Store helps high school seniors and college students transform their dorm into a stylish, organized area with smart, customizable space-saving solutions. With aesthetic, functional storage and expert tips, The Container Store effortlessly creates a home away from home.

- **Target Segment (For Whom):** High school seniors and college students.
- **Point of Parity (Frame of Reference):** Dorm organization and storage solutions.
- **Point of Difference (Reason to Buy):** Smart, space-saving, and trendy storage solutions that reflect personal style, making dorm rooms feel organized, functional, and like home, with expert tips for easy setup.

CONSUMER INSIGHTS



Students crave organization, but only if it is easy.

College students want a clean and organized dorm, but ease and convenience are non-negotiable. If it's complicated to assemble or too bulky to carry up dorm stairs, they'll skip it—even if it's cute.

Implication: Emphasize ready-to-use, no-assembly-needed, lightweight, and multi-functional products in your messaging and product lineups.



Parents are the gatekeepers of quality, and the wallet.

Parents play a major role in final purchasing decisions, especially when it comes to quality. Students may scroll TikTok for inspiration, but mom makes the final call at checkout.

Implication: Create dual-targeted messaging. For parents: peace of mind, trusted quality, durability. For students: TikTok-worthy dorm vibes and customization.



TikTok inspires purchases, but stores close the deal.

Students love discovering ideas on TikTok, but many still prefer in-person shopping for seeing quality and ease of returns.

Implication: Bridge digital and physical with shoppable TikToks, AR tools, dorm “starter packs,” and store-based experiences that bring viral dorm content to life.



The Container Store is trusted, but not yet relatable.

The brand is seen as high-quality, clean, and parent-approved—but not student-focused. Many still view it as niche, expensive, or for moms.

Implication: Reframe the brand with more playful, student-centered content (especially on TikTok and Instagram), student bundles, and limited-time student discounts that shift perception.

ROOM TO DO YOU.

Our "Room to Do You" campaign positions The Container Store as the trusted destination for college students looking to get organized and feel in control of their space and lifestyle. Known for high-quality, innovative storage solutions, The Container Store aligns perfectly with the campaign's message—giving students the tools they need to create space for what matters most. We want to get across that when you're organized, you're free to truly be yourself. Whether you're a minimalist, a maximalist, a late-night studier, or a social butterfly, The Container Store has everything you need to make your space work for you. With Room to Do You, we're not just selling storage—we're offering the freedom, support, and reliability to live life your way.

TARGET MARKET OVERVIEW

“The Stylish Yet Practical Mom”

Demographics

- Age: 45–60
- Gender: Female
- Race: White
- Married with children (especially with at least one entering or in college)
- Income: Mid-to-high household income (\$100K–250K+)
- Homeowner, often in residence for 3+ years
- College-educated
- Located primarily in suburban areas near or en route to major universities

Psychographics

- Values: Aesthetics, quality, functionality
 - Efficiency in home and life organization
 - Emotional investment in milestones (e.x, college move-in)

Lifestyle:

- Active and social
- Enjoys Pilates, pickleball, and girlfriend catch-ups
- Design-savvy and often with a background or interest in home/interior design
- Enjoys content around life hacks, home tips, and organization strategies

Shopping Mindset:

- Seeks trusted, long-lasting solutions
- Prefers brands that offer practicality, and elevated style
- Responds well to bundles, expert recommendations, and ease of shopping experiences

Behaviors:

- Highly involved in child’s college planning and dorm setup process
- Frequently shops at specialty retailers for both personal and professional needs
- Influences final purchase decisions for large milestones (move-ins)
- Loyal to brands with high-quality customer service and reliability
- Often plans months in advance and responds to timely seasonal campaigns
- Looks for seamless shopping experiences: bundling, checklists, easy returns, and personalization tools

Emotional Triggers:

- Wants her child to feel at home, supported, and excited during major transitions
- Seeks peace of mind through quality and reliability
- Looks for solutions that reflect her care and taste and without unnecessary stress

TARGET MARKET OVERVIEW

“The GRWM Girl”

Demographics

- Age: 17–20
- Gender: Female
- Race: White
- Location: Suburban/college town areas
- Employment: Full-time college student (often pursuing creative majors like Marketing, Fashion Media, or Communications)
- School Type: Attending a 4-year university with strong Greek life presence

Psychographics

- Values: Self-expression, individuality, and aesthetic-driven design
 - Comfort and functionality in personal spaces; Convenience and inspiration during life transitions

Personality Traits:

- Organized, goal-oriented, and planner-focused
- Highly creative – sees her dorm as both sanctuary and social hub
- Independent but maintains strong emotional ties to her mom
- Resourceful (DIY-minded and influenced by peer hacks)

Lifestyle & Interests:

- Passionate about decor and digital design
- Consumes a steady stream of social content: YouTube dorm hauls, TikTok trends, Pinterest mood boards
- Invested in sorority life and social media presence
- Uses Canva and other tools for organizing, visualizing, and planning her space
- Embraces “clean girl” and “cozy” aesthetics (bubble headbands, skincare fridges, matching drawer organizers, etc.)

Behavioral Insights

- Highly influenced by older college students’ advice, influencer hauls, and TikTok hacks, prepares early for her dorm
- Looks to her mom for final approval, emotional reassurance, and help with purchases (frequently shops in-store with her mom, but also browses online for inspo before purchasing)
- Curates a Pinterest board or checklist to visualize her ideal setup
- Enjoys discovering items that are both cute and useful – prioritizes multi-use, customizable products
- Makes content herself (dorm hauls, organization recaps) or aspires to do so

Emotional Triggers

- Wants to feel excited, not overwhelmed about her college transition
- Seeks a dorm setup that’s both a reflection of who she is and a place to recharge

MESSAGING PLATFORMS

	Senior in HS/Current College	Parents of Students
What is the single most important benefit provided to this audience?	The Container Store will help maximize dorm space with stylish, efficient storage solutions and expert guidance for easy organization and stress-free living.	Can provide high-quality, affordable products offering convenience and long-term value for their child's dorm needs.
What is the most compelling thing we can say to inform them of this benefit?	The Container Store will transform your dorm into a stylish, organized space with smart, space-saving solutions designed for your unique style.	The Container Store is a great investment in high-quality, durable dorm products that ensure convenience and long-term value for your child.
What proof points do we have (why should they believe us)?	Trusted by students nationwide, our top-rated dorm organization solutions are featured in major retailers, endorsed by influencers and college prep sites, and recommended by student organizations for their ease of use, simple assembly, and hassle-free returns.	With high customer satisfaction ratings, competitive pricing, durable products, and positive testimonials from other parents, The Container Store proves to be the right choice.
Once they know this, what specifically do we want them to do?	Start planning your dorm setup early by creating a Pinterest board for inspiration, using our dorm checklist, purchasing essential storage and organization products, and sharing your setup on social media.	Purchase smart, cost-effective dorm products and feel confident about their child's move-in process.

MESSAGING PLATFORMS

Rising College Student and Student Parents

What is the most important benefit for this audience?

The Container Store can efficiently transform your dorm space into a stylish space while providing you with high-quality organization solutions for college and the following stages of life.

What is the most compelling thing we can say to inform them of this benefit?

With The Container Store, both students and parents can make the dorm move-in process easier and can satisfy both the student's desire for a unique space and the parent's desire for optimized storage and facilitated move-in process.

What proof points do we have?

Having high ratings, featured in major retailers, endorsed by influencers and college prep sites, The Container Store is the trusted organizational solution retail store to choose for your dorm solutions.

Once they know this, what do we want them to do?

Now that consumers know this, they can begin to start looking into The Container Store to plan their dorm move-in process and purchase dorm essentials to both style their dorm and optimize their space solutions.

Ultimately, what do we want to happen?

Ultimately, The Container Store hopes to be the top-of-mind brand for dorm essentials and expand their loyal consumer base to increase sales among college students.

How can we best measure that?

Success will be measured through social media engagement (saves, shares, etc.), purchase of college dorm essentials, and customer reviews.

Once we have done that, then what?

Once all of this is done, advertisements should target college student's needs after dorm life including potentially moving to apartments, and other life stages.

SUSAN THOMAS



Age: 50 years old

Gender: Female

Race: White

Location: Raleigh, North Carolina

Employment Status: Works part-time as an interior designer and mom

Personality Traits: Organized, Active, Detail-Oriented, and Nurturing

Interests: Interior design, home organization, pickleball & pilates, socializing, quality products, and watching lifestyle content from her favorite fellow mom influencers.

Summary: Susan Thomas is a design-savvy, detail-oriented mom who brings years of experience and a practical mindset to every project—especially when it comes to her family. With a background in interior design, she values quality, function, and style in equal measure. As she helps her daughter transition to college, she plays a hands-on role in creating a space that's not only organized and efficient but also feels like home. Lastly, she loves TCS for their high-quality products.

CONSUMER JOURNEY

SUSAN THOMAS

Consideration

- a. What does my daughter need for her dorm?
- b. How can I make move-in less stressful?
- c. Where can I find stylish, functional products?

Search

- a. What are the best dorm storage brands?
- b. What does The Container Store offer for college move-in?
- c. Are there any bundles or checklists I can use?

Purchase

- a. Does this fit her space and style?
- b. Is it worth the price?
- c. Can we return it easily if needed?

Post-Purchase

- a. Did this make the move easier?
- b. Was the quality worth the investment?
- c. Should I get more for her next space?

Evangelism/Loyalty

- a. Should I recommend this to other moms?
- b. Will I come back for her apartment or my home?
- c. Do I trust this brand for future milestones?

MARY CLAIRE THOMAS



Age: 18 years old

Gender: Female

Race: White

Location: Raleigh, North Carolina

Employment Status: Full-time college student (marketing and fashion media major)

Personality Traits: Independent yet still relies on mom for some help, organized, creative, loves to watch older girls college videos for dorm inspiration (resourceful)

Interests: Dorm organization and decorating, Pinterest, TikTok and Canva Premium for inspiration and content creation, sorority life and recruitment aesthetics, connecting with family and especially her mom.

Summary: Mary Claire is a style-driven college student who cares deeply about creating a space that reflects her personality and current trends. While she brings the vision and aesthetic direction, she relies on her mom's organization skills and experience to help bring it to life. Together, they aim to make her dorm feel polished, functional, and uniquely her—balancing comfort with creativity during this important life transition.

CONSUMER JOURNEY

MARY CLAIRE THOMAS

Consideration

- a. How do I make my dorm cute and functional?
- b. What are other girls using in their rooms?
- c. What will match my aesthetic?

Search

- a. Where did she get that organizer?
- b. What's on TikTok or Pinterest for dorm inspo?
- c. Can I plan this with my mom or roommate?

Purchase

- a. Will this look good in my room?
- b. Can I fit everything I need in this space?
- c. Is this worth it or should I check Amazon?

Post-Purchase

- a. Does everything fit and look how I imagined?
- b. Is this helping me stay organized?
- c. Should I post my dorm setup?

Evangelism/Loyalty

- a. Should I tell my friends where I got this?
- b. Can I use this in my next dorm or apartment?
- c. Is this brand part of lifestyle now?

OVERVIEW

College students and their parents face the move-in process every year—a milestone that brings excitement, anxiety, and an overwhelming checklist of necessities. This emotional transition can easily become stressful, pushing families to search for the fastest, most affordable dorm solutions. However, The Container Store transforms the move-in experience from chaotic to effortless. By offering a curated selection of functional, stylish, and space-saving essentials, The Container Store helps students feel organized and confident from day one. With expert advice, customizable solutions, and convenient shopping options like in-store pickup and delivery, The Container Store not only simplifies the process but turns it into a celebration of new beginnings, giving families peace of mind and students a strong start to their next chapter.



MOM MEDIA STRATEGY

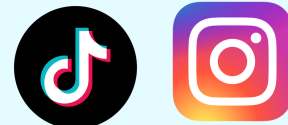
FACT

IMPLEMENTATION

81% of moms prefer social media as their main channel for brand communication, with **85%** regularly using Facebook and an increasing **28%** of adults **50+** now active on Instagram.



89% of moms own smartphones, and **81%** use them daily for internet access, averaging over **4** hours per day online—making visually engaging platforms like Instagram and TikTok highly effective.



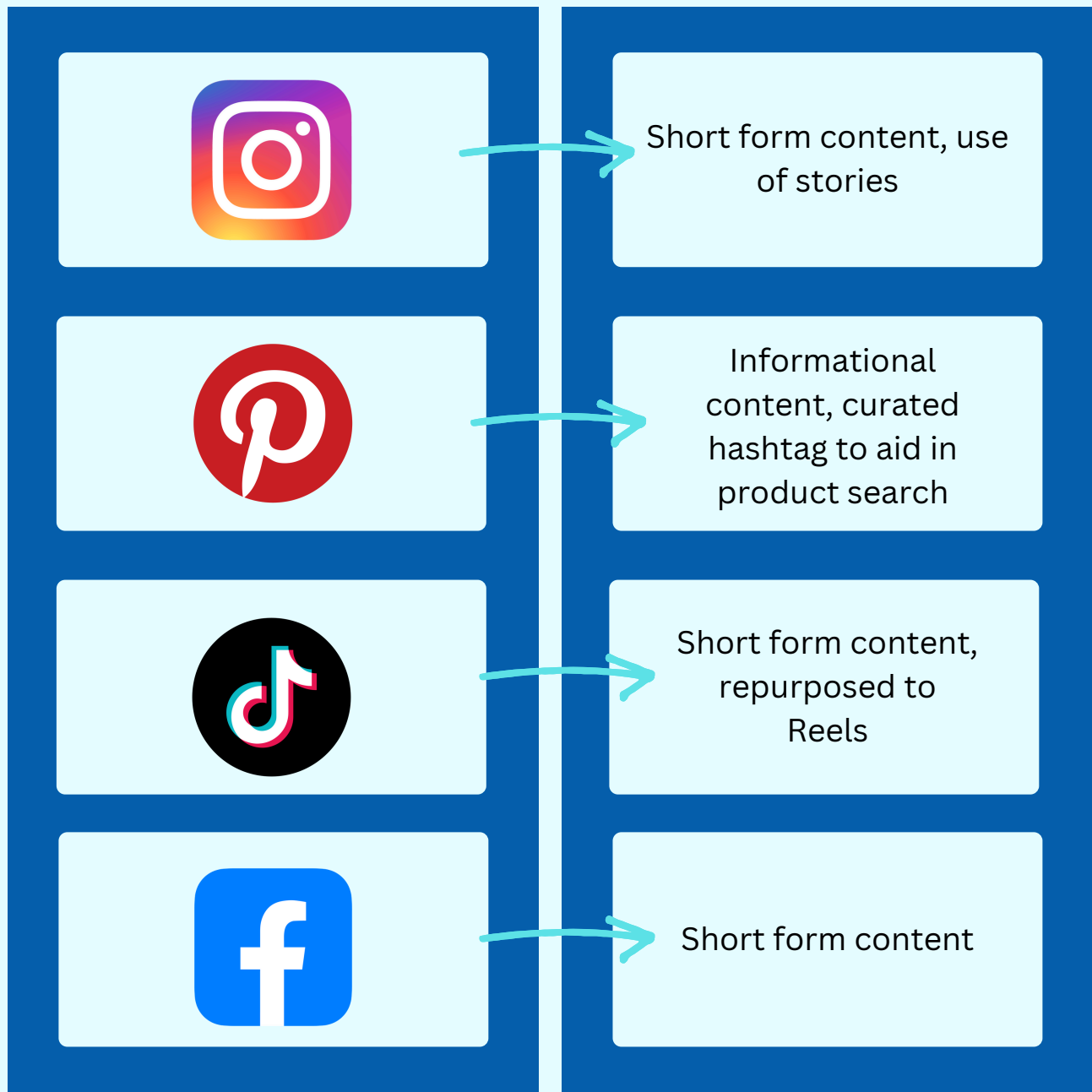
Moms control **85%** of household purchasing decisions, and **90%** of Millennial moms actively share their product experiences on social media, particularly on platforms like Facebook, Instagram, TikTok, and Pinterest.



Pinterest's user base is **76.2%** female, aligning strongly with moms seeking inspiration, while TikTok and Instagram cater to moms' mobile-first lifestyles with quick, engaging content for busy routines.



MOM MEDIA IMPLEMENTATION



GEN Z MEDIA STRATEGY

FACT

IMPLEMENTATION

Gen Z heavily relies on TikTok and Instagram for browsing inspiration and making informed purchase decisions.



Paid social campaigns on Instagram, TikTok, and Pinterest effectively engage Gen Z audiences through visual, interactive, and aspirational content.



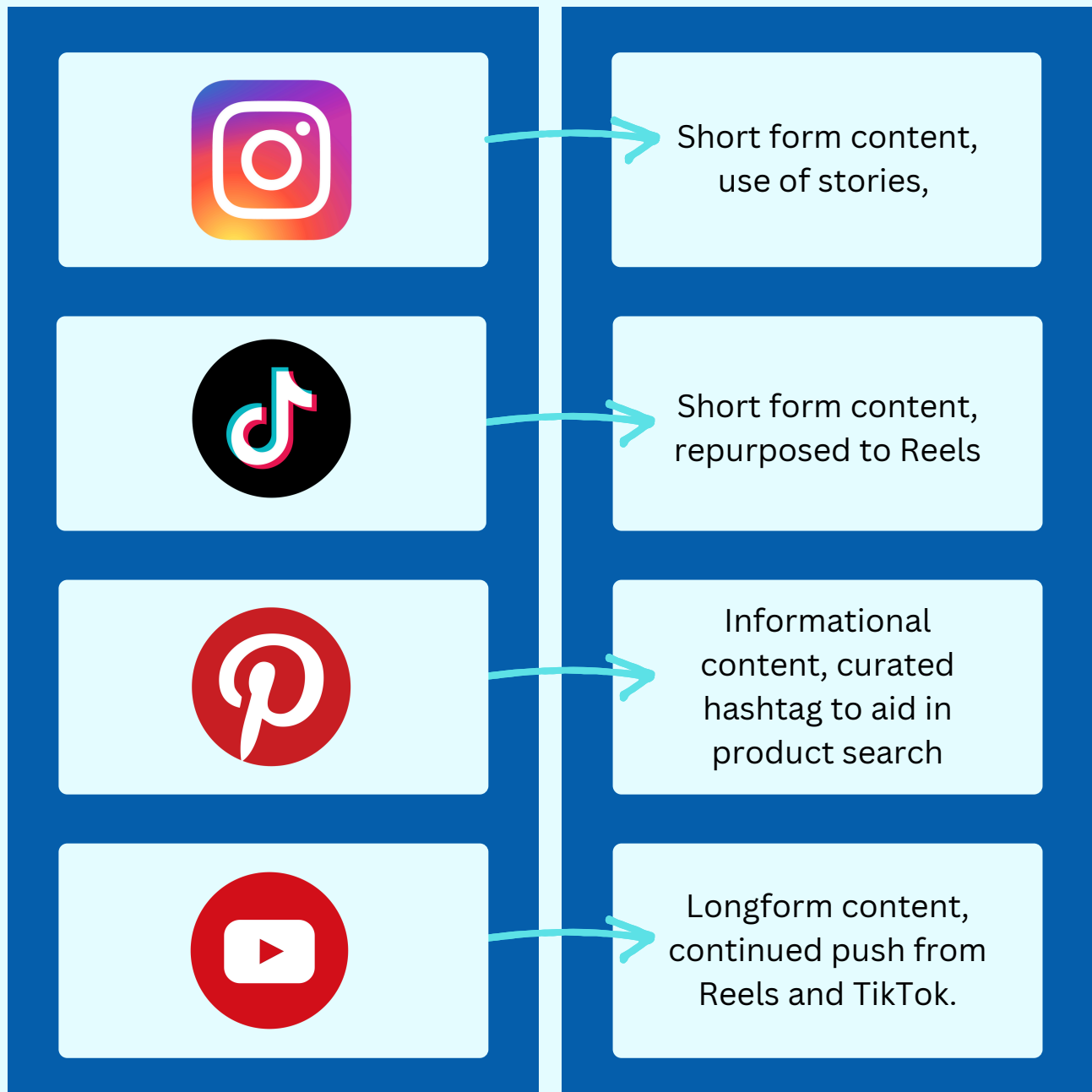
92% of Gen Z trusts authentic influencer/other peer's content on TikTok and Instagram over traditional advertisements.



Pinterest is extensively used by students for creating inspiration boards to plan and visualize dorm spaces.



GEN Z MEDIA IMPLEMENTATION



SCHEDULE

IMPORTANT DATES

June 1 – Launch “Room To Do You” Campaign	<ul style="list-style-type: none"> Instagram + Facebook ads targeting parents (early move-in prep messaging) Programmatic search ads (Google) for dorm essentials keywords
June 8 – Launch Email Campaign to Parents	<ul style="list-style-type: none"> "Congratulations on Graduating!" + discount Programmatic search ads (Google) for dorm essentials keywords
June 15 – Prepping move in	<ul style="list-style-type: none"> Instagram + Facebook ads targeting parents (early move-in prep messaging)
June 22 – Ambassador Content Launch	<ul style="list-style-type: none"> TikTok + Instagram dorm hauls with student ambassadors
July 8 – TikTok Paid Ads Push	<ul style="list-style-type: none"> Focus on Dorm Hacks + Organization Tip
July 15 – Pinterest Board Push	<ul style="list-style-type: none"> “Pin Your Dream Board”
July 29 – Push Ambassador Content	<ul style="list-style-type: none"> Ambassadors post their content with the hashtags
August 5 – Retargeting Launch	<ul style="list-style-type: none"> Instagram + Facebook retargeting ads for cart abandoners & website visitors
August 12 – Final Email/Text Campaign	<ul style="list-style-type: none"> Send Last-Minute Essentials + Exclusive Coupons to Students
August 19 – Organic Social Last-Minute Tips	<ul style="list-style-type: none"> TikTok & Instagram reels for late shoppers
August 26 – Final Dorm Inspiration Push	<ul style="list-style-type: none"> Pinterest + Instagram ads for last-minute inspiration
August 26 – September 1 – Final Wave	<ul style="list-style-type: none"> Instagram + TikTok organic and paid content celebrating move-in Push for early loyalty-building (reviews, UGC sharing)



GEOGRAPHY

1. SEC Route:

Target Areas:

a. Georgia: UGA, SCAD, Georgia State, Georgia Southern

Container Store Location(s): Alpharetta, Atlanta Buckhead, Atlanta Perimeter

b. Mississippi: Mississippi State, Ole Miss

Container Store Location(s): NONE - go to Memphis

c. Tennessee: Rhodes, University of Tennessee, Vanderbilt, Belmont, Sewanee, Memphis University

Container Store Location(s): Germantown, Nashville

The target audience across these schools shares many similarities, making this a strong route for media placement.

2. Big 10/SEC Extended (Texas, Arkansas, Oklahoma, Colorado):

Target Areas:

a. Texas Schools: Texas Tech, TCU, SMU, UT, Texas A&M, Baylor, Texas State

Smaller Institutions: UT, A&M, and Tech systems, including post-graduate institutions

Container Store Location(s): Arlington Highlands, Fairview, San Antonio, Austin, Baybrook, Fort Worth, Houston Galleria, Southlake, The Woodlands, Dallas Galleria, North Houston, Dallas Northwest Hwy, Plano Stonebriar

b. Arkansas Schools: University of Arkansas - along with other smaller institutions

Majority of students shop in Dallas, with some in Little Rock

Container Store Location(s): Little Rock

c. Oklahoma Schools: University of Oklahoma - along with other smaller institutions

Many students travel to Dallas for shopping

Container Store Location(s): Oklahoma City

d. Colorado Schools: Boulder, Colorado State, School of Mines, Denver University, Colorado Springs

Container Store Location(s): Cherry Creek, Colorado Springs, Flatiron Crossing, Park Meadows

3. East Coast Route:

Target Areas:

a. Virginia & Washington D.C & North Carolina: Virginia State, UVA, Virginia Tech, George Washington University, James Madison University, Virginia Military Institute, Georgetown (many students from Virginia, North Carolina, West Virginia, and Kentucky), UNC, Duke, NC State, Elon, High Point University, Wake Forest, and Davidson.

Container Store Location(s) Virginia & D.C:(East) DC- Arlington, Ashburn, Reston, Springfield, Tysons. (East) Southeast- Richmond, Washington D.C

Container Store Location(s) North Carolina: Charlotte, Raleigh

b. New York & New Jersey & Boston: High TCS store footprint—potential opportunity for expanded targeting NYU, Columbia, Tufts, Colgate, Brown, Yale, Harvard, Boston University, Boston College, Northeastern

Container Store Location(s): (East) NY / New England- Huntington, Sixth Avenue, Manhattan, Westbury, White Plains, Yonkers. (East) Northeast NY- Bridgewater, Livingston, Paramus. NJ (East) Northeast— Bridgewater, Cherry Hill, Princeton, King of Prussia, Livingston, Paramus

MEDIA STRATEGY

FREQUENCY + TIME

- We plan on repeatedly targeting the same audience within these listed geographies throughout the summer so the Container Store stays top of mind when it comes to purchasing products for your space.
- **Time of day:**
 - **(First half of summer) 7-9am:** Quick check ins for students, coffee and scroll time for moms → great time to reach them for inspiration to go make their Pinterest board and get excited about college or moving into a new space
 - Already in the mom's consideration set for organization by the time that the ads switch to being geared towards the kids.
 - **(Second half of summer) 9am -12pm:** Students not getting up early, no obligations, scrolling their phones when they wake up, go to summer activities at 12
 - Now the students are starting to think about their rooms, and it's already in their moms heads
 - Ads are geared more towards students

AMBASSADOR PROGRAM

AMBASSADORS

Ambassadors: Relevant to Gen Z
@kaylan_darnell (IG) 506k, Alabama
@livvydunne (IG), 5.3M, LSU
@ashtin (IG), 569k, Tulane
@ryleearnold1, 1.2M, USC
@alexxfrench, 334k, A&M
@marymargaretbell, 3k, OU

AMBASSADOR PACKAGE

Gifting to 50 Ambassadors

Ambassador Packages Include:

- Send sorority girls a TCS gift card or product
- Makeup organizer sent to college student; make a get ready with me with makeup organizer, mirror lighting, Dyson holder

AMBASSADOR PROGRAM

AMBASSADOR DELIVERABLES

1. Create 1–2 Short-Form Video Posts (TikTok, Instagram Reels) within 2 weeks of receiving their package:
 - Content Examples:
 - “Get Ready with Me” featuring the TCS Makeup Organizer
 - Dorm organization setup using TCS products
 - Unboxing/haul video
 - Video must visibly show the gifted product(s) and incorporate TCS branding naturally.
2. Include TCS Tagging and Hashtags:
 - Tag @TheContainerStore
 - Use hashtags: #GetReadyWithTCS #DormGoals #TCSCollegeMoveIn
3. Submit Content to TCS for potential reposting and paid amplification.
(Ownership will remain with the creator, but TCS reserves rights to repost with credit.)

AMBASSADOR GUIDELINES

- Tone: Authentic, excited, approachable — avoid sounding like an ad.
- Visuals: Bright lighting, organized space, focus on product features.
- Narrative Ideas:
 - “Setting up my dorm vanity with my new favorite organizer from @TheContainerStore!”
 - “Making the most of my tiny dorm with these genius storage finds #GetReadyWithTCS”
- Prohibited:
 - Mentioning competitor brands (e.g., Target, Dormify, Amazon)
 - Negative comparisons
 - Altering/covering TCS branding on products

MAIN COMPETITORS

TARGET

Product Description: Target offers a wide range of storage solutions, including plastic bins, shelving units, closet organizers, and decorative containers. While it carries some high-quality products, Target's storage offerings tend to be more generalized compared to The Container Store.

Points of Differentiation: Target tends to be more budget-friendly with a focus on mass-market appeal and offers a broad variety of items. However, it doesn't specialize in organization and storage or emphasize the specialized design focus found at The Container Store.

Target Audience: Budget-conscious families and individuals who don't need specialized or premium organizational solutions but still want affordable, attractive, and functional everyday storage options.

WALMART

Product Description: Walmart offers an extensive selection of storage solutions similar to Target, including bins, shelves, baskets, and drawer organizers. It caters to budget-conscious consumers and provides products across multiple price points, often with a heavy focus on value.

Points of Differentiation: Walmart offers low-cost storage solutions with easy access through widespread locations and e-commerce, providing a wide variety of generic and branded options, though it doesn't specialize in premium organizational products.

Target Audience: Budget-conscious shoppers, often from middle-income, family-oriented households, are the primary audience. They're typically looking for affordable, everyday home organization solutions.

MAIN COMPETITORS

AMAZON

Product Description: Amazon is the world's largest online retailer, offering an almost infinite range of storage and organization products, from basic plastic bins to high-end shelving and modular storage systems. It carries products from a wide range of brands, including private-label and niche brands.

Points of Differentiation: Amazon offers an extensive variety of storage solutions across all price ranges, from budget to premium, with customer reviews providing transparency and guiding purchase decisions—though its focus is more on convenience and selection than on curating high-quality products.

Target Audience: Amazon's audience is broad, including both price-conscious shoppers and those seeking specialized or premium products. It primarily appeals to consumers who prioritize convenience, fast shipping, and a wide selection.

KEY COMPETITOR INSIGHTS

TARGET

- Target functions as a one-stop shop for a wide range of home goods, emphasizing convenience and affordability.
- It appeals to the average consumer but may not meet the needs of those seeking high-end or specialized storage solutions.
- The typical audience includes price-sensitive, middle-income families and individuals who value broad product availability.

WALMART

- Walmart's appeal lies in its low prices and wide availability. Consumers who prioritize affordability and convenience are more likely to choose Walmart over specialty stores like The Container Store.
- However, Walmart's offerings lack the specialized design and premium quality that appeals to customers looking for durable, long-lasting, and visually appealing storage options.

AMAZON

- Amazon's strength lies in its massive catalog, competitive pricing, and convenience of online shopping, making it a tough competitor. It offers a significant range of storage options from both major brands and independent sellers.
- However, Amazon does not specialize in storage and organization in the way The Container Store does. Its products are highly varied in quality, and customers may struggle to find highly curated or premium options that are found at The Container Store.

BUDGET OVERVIEW

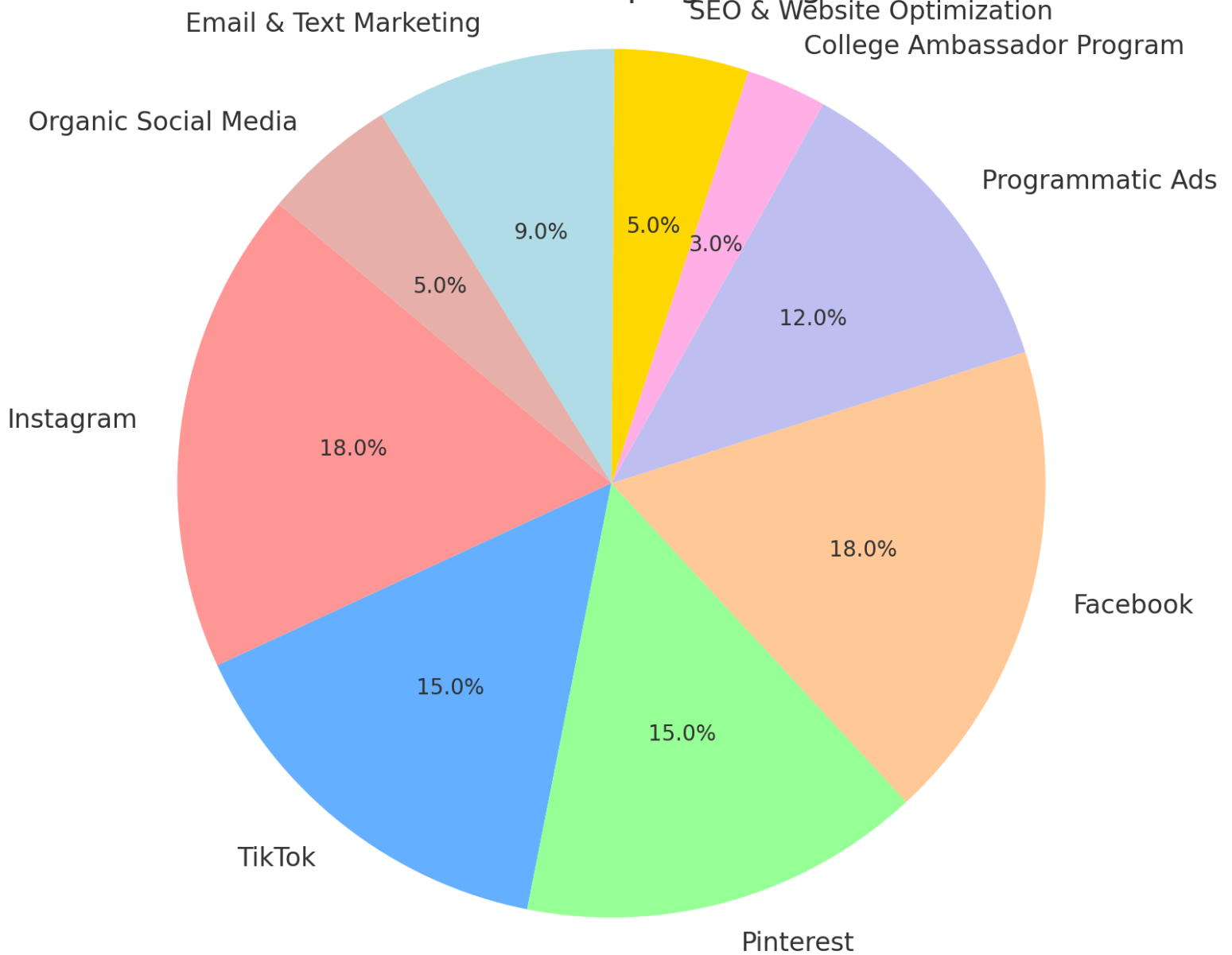
The allocation of our budget across social media platforms, digital outreach programs, and website enhancements is designed to meet Gen Z and their parents where they already are. Prioritizing high-performing platforms like Instagram and TikTok helps us maximize reach and engagement, using user generated content and paid media to stay top-of-mind during the move-in season.

By investing in tools like Google Ads and dorm-related search terms, we ensure The Container Store appears in key moments of intent-based shopping. Additional investment in a college ambassador program and organic content strategies fosters brand authenticity and peer-to-peer credibility.

Owned media like email, text marketing, and dorm planning tools further reinforce the customer journey by supporting planning, purchase, and loyalty phases. This digital-first strategy is structured to drive awareness, conversion, and long-term engagement among students and their families.

BUDGET OVERVIEW

Container Store Dorm Campaign Budget Breakdown



BUDGET

Paid Media: 75% Total Budget Allocation

(66.6% of budget): \$375,000

Social Media Ads: paid partnerships, ambassador content, and retargeting dorm shoppers

Instagram **\$90,000**

Tik Tok **\$75,000**

Pinterest **\$75,000**

Facebook **\$90,000**

(30% of budget): \$60,000

Programmatic Display & Search Ads: Google Ads, Real-Time Bidding - CPC,

Buy keywords such as: “dorm essentials” and “move in must haves”; as well as a spot on the top of Google so we are the first link that comes up as sponsored

(3.3% of budget) \$15,000

College Ambassador Program:

1. Send sorority girls a TCS gift card or product; then they post it
2. Makeup organizer sent to college student; make a get ready with me with makeup organizer, mirror light thing, something that holds the Dyson
3. GRWM; place for nespresso pods, refrigerator organization

BUDGET

Owned Media: 25% Total Budget Allocation; \$125,000
(20% of budget) \$25,000

SEO Optimization and Website Optimization:

1. Personalizing the move in experience
 - a. Dorm planning tool, move in checklists, AR features such as creating a vision board or dream dorm on the website

(60% of budget) \$75,000

Email and Text Marketing:

Mainly post purchase engagement - sending a coupon to get money off your next purchase; one of our main forms of loyalty

(20% of budget) \$25,000

Organic Social Media:

1. Engaging reels, UGC content, viral dorm organization trends, dream boards/inspiration on Pinterest
 - a. Tik Tok, Instagram, Pinterest, Twitter/X, Facebook

BUDGET

Earned Media: 0% Total Budget Allocation

Experiential Advertising: 0% Total Budget Allocation

Given the current budget, we've maximized our resources to deliver strong and effective results. However, with additional funding, we could incorporate a more experiential element into the campaign.

MEASUREMENT AND EVALUATION

KEY PERFORMANCE INDICATORS

INSTAGRAM AND FACEBOOK

Tools: Metas Ads Manager, Instagram Insights, Facebook Insights

1. **Impressions** - how many times ad/post was seen
2. **Reach** - how many unique users saw our content
3. **Engagement Rate** - the amount of likes, comments, shares on TCS posts
4. **Conversions** - how many people signed up through Instagram and Facebook through the hyperlink and put their email in
5. **Cost Per Click** - measuring how many people are clicking on the ad
6. **Click Through Rate** - Measuring how many times people saw the ad and clicked on it
7. **Follower Growth** - measuring how many people began following TCS social accounts when the campaign came out

MEASUREMENT AND EVALUATION

KEY PERFORMANCE INDICATORS

PROGRAMMATIC (SEO + Google Ads)

Google Ads (Paid Search/Display)

1. **Tools:** Google Ads Dashboard, and Google Analytics
2. Impressions and clicks
3. Click through rate and Cost per click
4. Conversions and conversion rate

SEO (Organic Search)

1. **Organic Traffic:** how many users came to TCS page via search engines
2. **Keyword-rankings:** “storage”, “dorm storage”, “affordable dorm essentials”, “3 tier cart,” “dorm organization”, “dorm layout”
3. **Bounce Rate:** the amount of people who land on TCS page and then leave without clicking anything or navigating to another page
 - a. **Backlinks:** measuring the amount of people that click the links from other websites that point back to our website

MEASUREMENT AND EVALUATION

KEY PERFORMANCE INDICATORS

EMAIL MARKETING

Email Marketing:

1. HubSpot (to measure our metrics on a dashboard)
 - a. **Open Rate:** percentage of recipients opening the email
 - b. **Bounce Rate:** percentage of emails not delivered (soft vs. hard bounces)
 - c. **Click-through-Rate:** percentage of recipients who click a link within the email
 - d. **Conversion Rate:** percentage of recipients who complete an action (purchase, sign-up, etc.)
 - e. **List Growth Rate:** how fast TCS subscriber list is growing
 - f. **Email Sharing/Forwarding:** Percentage of subscribers sharing email

MEASUREMENT AND EVALUATION

KEY PERFORMANCE INDICATORS

PINTEREST AND TIKTOK

Pinterest

1. **Tools:** Pinterest analytics, Pinterest ads manager
 - a. **Impressions and reach**
 - b. **Saves (pins)** - shows interest for future references
 - c. **Outbound clicks** - traffic to TCS website
 - d. **Engagement rate**
 - e. **Conversions** - tracked via Pinterest Tag (for ecomm)

Tik Tok

1. **Tools:** Tik Tok analytics (for organic), Tik Tok Ads Manager
 - a. **Common KPI's**
 - b. **Video views**
 - c. **Engagement** (likes, shares, comments)
 - d. **Watch time** - how long users stay on your video
 - e. **Follower growth**
 - f. **Click-through rate** (if using paid ads or links)
 - g. **Conversion** (via Tik Tok pixel)

CREATIVE BRIEF

OBJECTIVE:

Launch a college-focused campaign promoting organization solutions for dorms and apartments for Fall 2025.

KEY BENEFITS:

Trendy, space-saving storage
Durable, high-quality materials
Customizable, student-friendly bundles
Expert guidance + stress-free planning
Trusted brand with standout service

TARGET AUDIENCES:

Primary: Parents (esp. moms, 45–60) — loyal TCS customers, value quality and ease
Secondary: Students (17–21) — TikTok/Pinterest inspired, style- and budget-conscious

CONCERNS:

Parents: Want kids to be prepared, organized, not overwhelmed
Students: Want cute, functional dorms on a budget

CHALLENGES:

Seen as pricey
Students unfamiliar with brand
Target/Amazon more convenient
Uncertainty around dorm essentials

POINT OF DIFFERENCE:

Only brand offering high-quality, customizable, and stylish products plus expert service—creating a boutique-level college move-in experience.

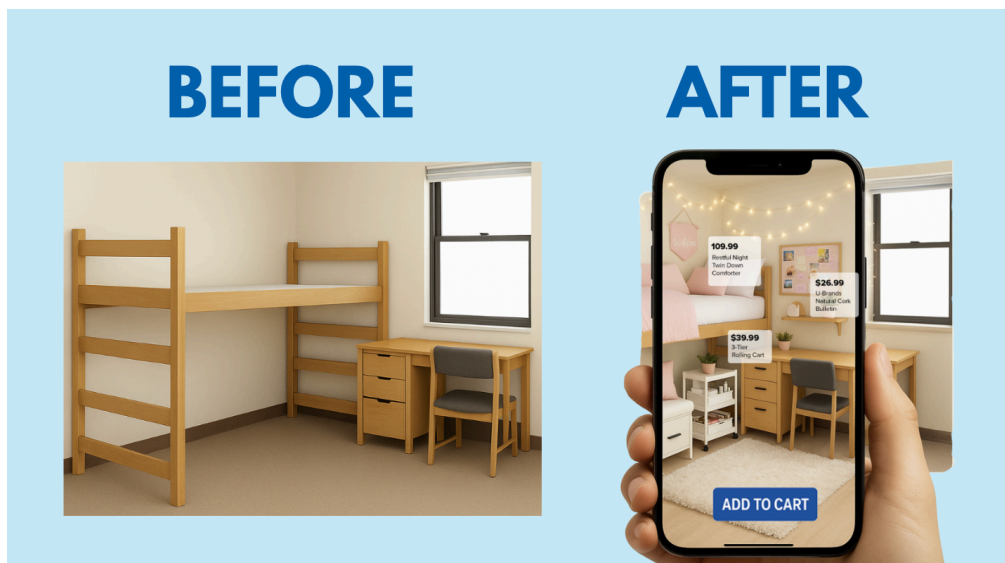
TONE:

Stylish, helpful, TikTok-trendy, aspirational but accessible.

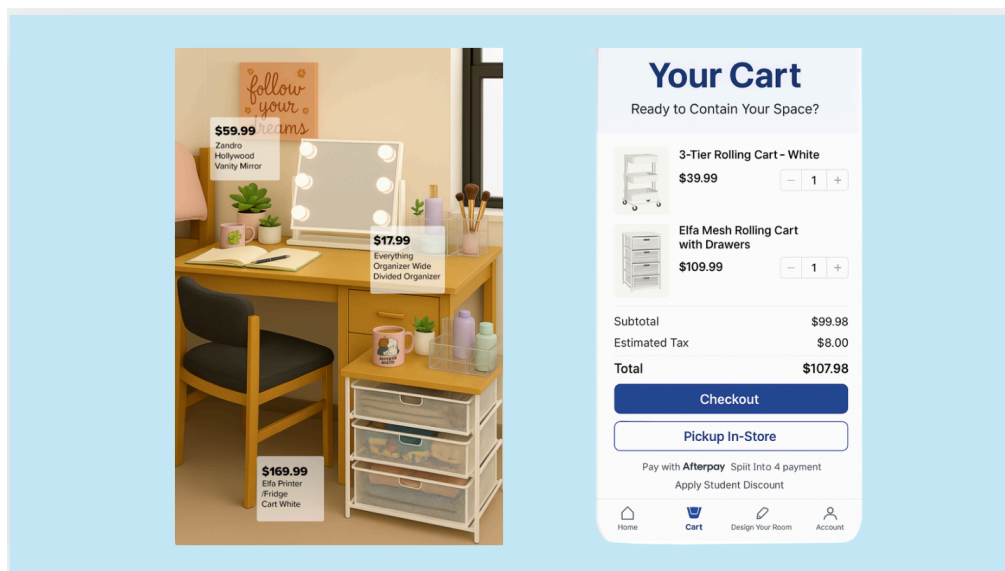
CREATIVE EXAMPLES APP



This app uses AR technology to help you visualize and measure your dorm space, making it easier to plan your organization and decor.



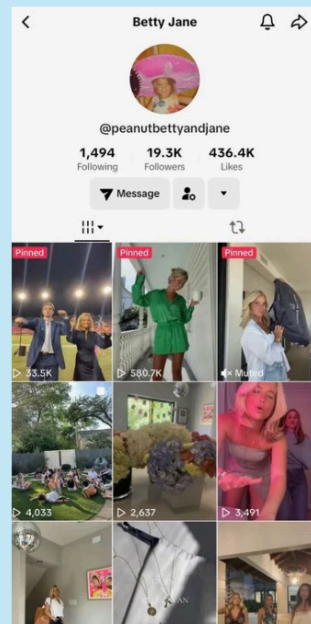
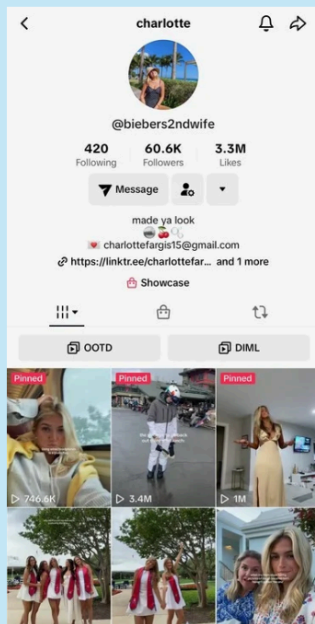
Explore The Container Store products that perfectly fit your dorm based on your room's measurements and effortlessly add them to your cart as you go.



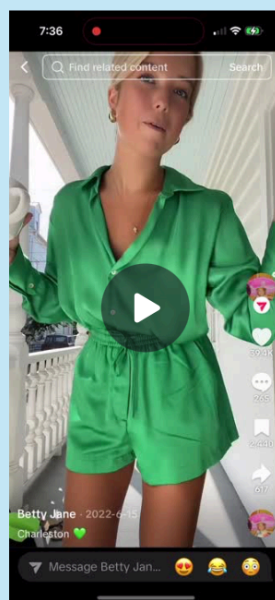
Once you're done designing your space, you can seamlessly purchase your selected items and choose either in-store pickup or home delivery.

CREATIVE EXAMPLES

SOCIAL MEDIA INFLUENCERS



Rising college students look to current college girls for dorm inspiration. Leveraging influencer marketing with sorority students will be especially effective - through content like “get ready with me” videos and room tours featuring Container Store products, we can authentically showcase how organization fits into their daily routines and aesthetic.



We captured video content of SMU influencers, including Betty Jane Thomas a well-known figure on campus with a strong following creating “Get Ready With Me” videos that highlight The Container Store’s vanity items. These authentic, trend-driven videos not only showcase the product’s aesthetic and function but also align perfectly with Gen Z’s love for aspirational, yet relatable, content. This strategy builds trust, drives social proof, and positions The Container Store as the go-to brand for campus living.

CREATIVE EXAMPLES

SOCIAL MEDIA INFLUENCERS



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