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Idea:

We came up to the conclusion that developing a tea room and a spa for Santa Maria Novella should include some important aspects to make the experience unique to the customers. Our aim is to maintain the traditional aspects and elegance of the store while finding a way to communicate the Italian Culture and its beliefs to the Bal Harbour clientele. Santa Maria Novella is a world-renowned cosmetics luxury brand that has a lot to offer, but the challenge is catering it properly to its desired clientele. Another factor that has to be taken into consideration is the way we are positioning ourselves in the market. We do not want to lose the traditional aspects of the Santa Maria Novella store, however, we MUST follow the trend and we need to recognize that Bal Harbour's typical clients are expecting something new, trendy, and somewhat modern. Third aspect is in regard to the type of clients that we are willing to attract; thinking more about a marketing strategy, not a marketing tactic, we believe that reaching out to true, loyal and passionate clients of the stores, might help us gain more credibility, as well as transforming past and new clients into connoisseurs.

The store itself will keep the elegance and the essence of Santa Maria Novella's store in Florence, Italy. We want to show the public that by being the oldest pharmacy in Italy, we are surely capable of offering the best products and therefore, the best experiences with our spa and tea room. We believe that it will be easier for future clients to trust in our potential by experiencing/trying/tasting our products. In regard to the communication strategy, we believe that word of mouth is clearly the most effective and traditional way of promoting our services, however, we also want to create awareness through VIP events, memberships options, brand ambassadors implementations and etc.

Products and Services:

Due to the fact that the Santa Maria Novella space would offer three different experiences such as the spa, the tea room, and gift shop, we decided it would be fitting to divide the space into three different ambiances. When one enters the space, in the middle they can find the gift shop which is the focal point of the store. To the left, they will find the tea room and to the right side, they will find the spa. We envisioned this setup to guarantee that people will pass the gift shop when entering, leaving, and moving from the spa to the tea room and vice versa - to promote an increase in sales. As soon as customers arrive at the store, we plan to attract them with the smell of Santa Maria Novella's Terra Cotta Pomegranate, since it is highly fragrant and may give off its aroma for up to 12 months.

Because the Santa Maria Novella Pharmacy was created in the XIII Century and released to the public in the XVII century, we anticipated decorating the store with the inspiration of the Italian Renaissance, which lasted from the XIV to the XVII century. We used the painting *The School of Athens*, by Italian Renaissance painter Raphael as an inspiration for the decoration of the store. We decided to focus on the color beige for our walls, as it is elegant but still clean. We thought of having wooden frames with golden linings where we plan on selling our products as well as a wooden ceiling, as they are both crucial details of the Italian Renaissance decorating style. Furthermore, we decided on having marbles stone tiles throughout the store, as they display a classic yet not an archaic atmosphere that will leave an elegant appeal. Since Santa Maria Novella represents royalty and exclusiveness, we find it important to have our design and facilities at the utmost quality. At the store, we will place the products on the wooden frames separately by type. We deliberated on having a monogrammed golden plate that describes the

history and components of each product so that guests can learn about the craftsmanship and details behind the making of each of Santa Maria Novella's products.

As far as the Spa, it will have a steam room, sauna, showers, and changing rooms aside from the private massage rooms. All of the products used in our Spa will be sold in the gift shop as we believe that it is essential for customers to experience the products before purchasing them. Our scents will include the lavender smelling salts which stimulate the senses and purify the air and the aromatic vinegar which is still included in traditional pharmacopeia and is used as a tonic and an air freshener. For personal hygiene in the bathroom and by the sinks, there will be toothpaste, mouthwash, mint alcohol mouthwash, deodorant creams, and Moisturizing Creams. We also decided to include Aloe Gel due to the fact that the store is located in Miami and people may have sunburns. In the showers, liquid soaps our customers can use will be found. We decided not to use any bar soaps due to cleanliness, warnings of multiple people using the same bar on their bodies. For the massages, the massage candles will be used, which we believe will be the most unique aspect to our spa.

The tea room will have an a la carte service with waiters to promote the best experience to our clients. Mints, S.M Water, Melissa Water, chocolates, teas, honeys, sweets and cookies, biscuits and coffees will be served. These items will also be available for purchase at the tea room to bring home. There will be a chandelier hanging in the tea room and the design will remain consistent with the rest of the store. In order to stay consistent with the idea of royalty but have a sleek style, we will have white glass plates and teacups with a gold lining. Underneath the plates, there will be a hard-stock paper that tells the history of the brand and dates back to its

creation. This will help customers to fully understand the history behind Santa Maria Novella and appreciate its uniqueness.

Communication Strategy:

Our main priority for the communication strategy is to follow the guidelines of every luxury brand. Our goal is to comfort existing clients and acquire new ones. In order for our communication to be effective, we must create a dream and keep recharging the brand's value. We will do this through a coded, artistic, and refined way that is incomparable. Keeping our main strategy as word of mouth to keep tradition and exclusivity. Since we want to keep our popularity high while still keeping tradition as our priority. It is important to mention that advertising will be something secondary, our focus is on client relation and market expansion.

Our main strategy for the Santa Maria Novella Bal Harbour tea room and spa location is to increase awareness while retaining its traditional values and creating a lifestyle with the products sold. In order to achieve this, we have decided to use the marketing strategy word of mouth; word of mouth is the most important among the Bal Harbour clientele as they all know each other and value each other's opinions. Next, we suggest implementing a woman dressed in the dresses from the 13th century, the year the pharmacy was opened. This will enact people to ask questions about the history of the company and create a buzz of curiosity over the products history. The selection of brand ambassadors is another strategy that will be utilized, since people such as the Grutman family (Isabella & David Grutman) and Martha Graeff, have a presence worldwide but with an emphasis in Miami. We believe that these people will increase our

credibility since we would be associating our brand to well-known and influential people. Creating VIP events will also facilitate the showcasing of the products to the upper class.

The traditional communication strategy of Santa Maria Novella has always been word of mouth, this is why it is important to keep this strategy as tradition is needed in a luxury product. Word of mouth also helps create a sense of need while preserving the exclusivity of the products. This keeps the products wanted by the clients and their friends but eliminates the risk of the product being too popular and trendy.

The woman walking around the store wearing the 13th century silk dress would create a great opportunity to interact with customers and tell them about the history of Santa Maria Novella. The Bal Harbour crowd is one that seeks to stand out among a crowd, the glamorous silk dress would help not only bring attention to the store but also spike the interest of the clientele that seeks differentiation and luxury. The dresses material, color, and pattern would be a demonstration of how luxurious the store is and the long and rich history of it. The women would not only tell the history but also provide customers with samples that will leave them wanting the full experience of the spa and tea room.

There are several key reasons why we chose these certain brand ambassadors. The Grutman's are known in Miami for owning not only most of the nightlife but also restaurants and other businesses. They are loved, admired, and inspirational to many people and having them as influencers would attract many of their friends and admirers. Martha Graeff has worked for Vogue, has a blog, and is highly respected in the Miami culture. Her influence would attract a younger crowd that can afford to follow the lifestyle we want to create based off of the Santa Maria Novella products.

Creating VIP events would bring attention to the brand. It will not only showcase the food products, spa, and gift items but also the store and its history. Doing this will provide key information to the clients and will attract more clients to be part of the dream and lifestyle that Santa Maria Novella is creating. VIP events will help Santa Maria Novella's presence in North America grow and will bring more opportunities for customers to familiarize themselves with the brands history and its products.

Thank you for your time and attention.

It was a pleasure working on this project.

