

# Expanding personalization with diversity

By Team 4





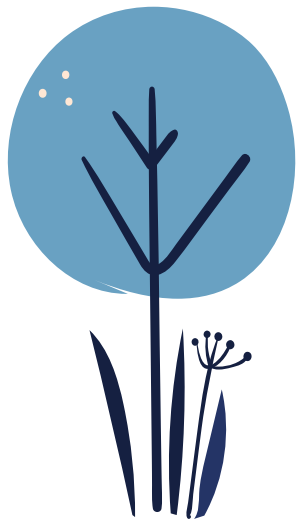
Meet Sofia!

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The sofa is at the core of any home and symbolizes the evolution of Sofia...

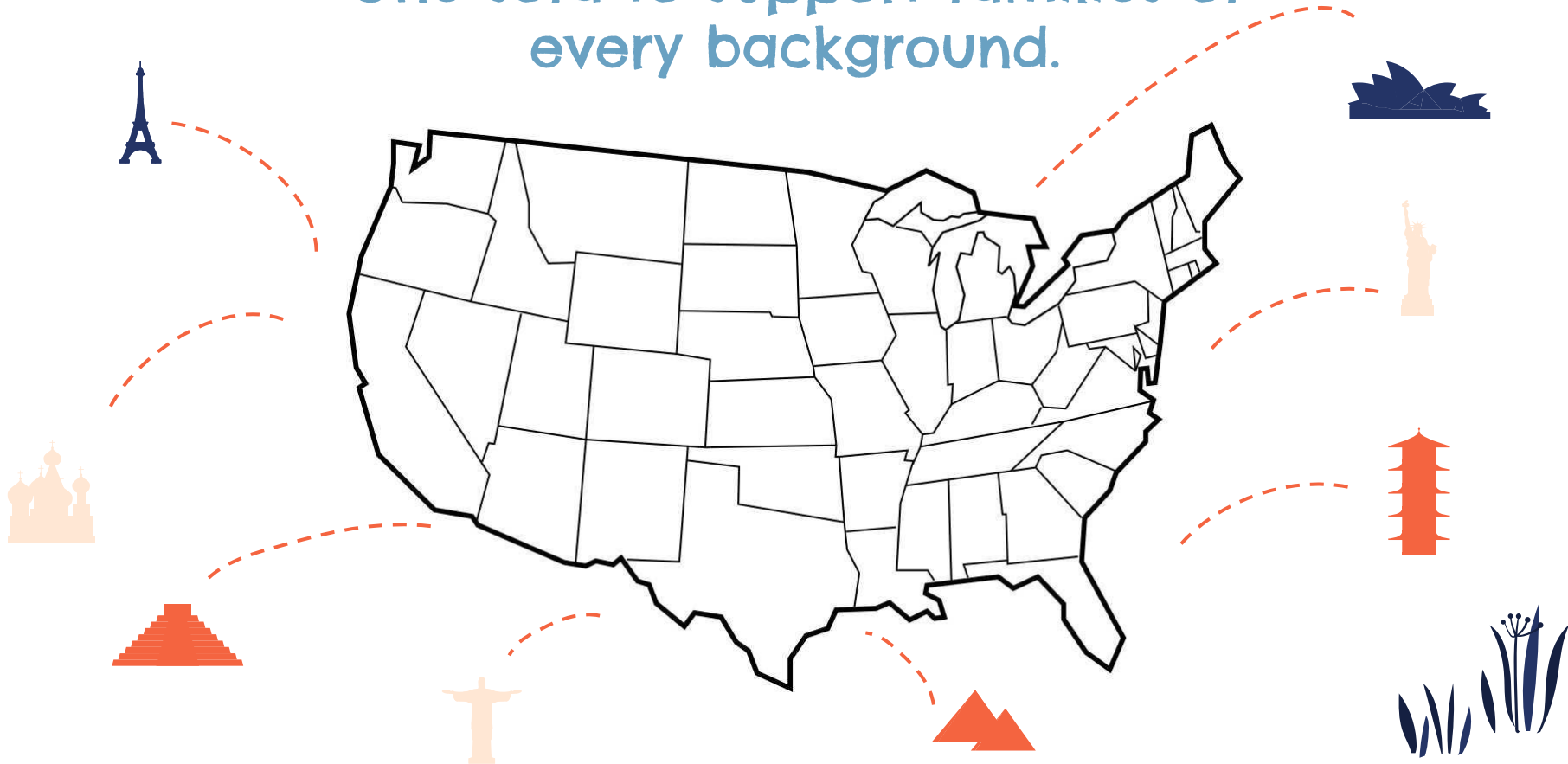




To the people  
you would  
scoot over for..



One sofa to support families of  
every background.



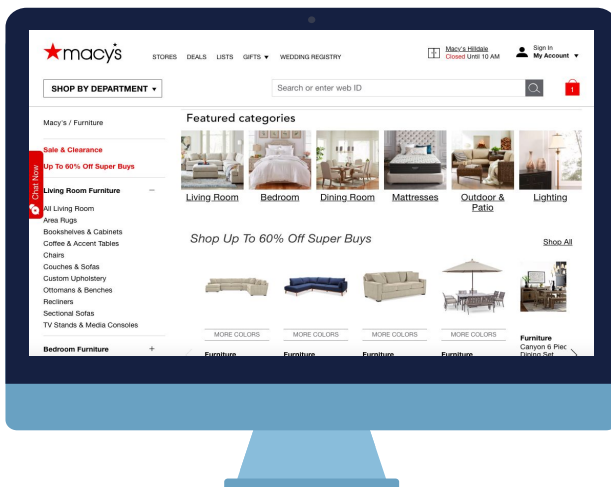
# Personalization of Items



"I am actually about to be a parent"



"First barbeque at the new house"



"The in-laws are in town"



# Targeted Audiences



First time  
furniture buyers



Parents



Millennials /  
young adults





# Macy's demographic

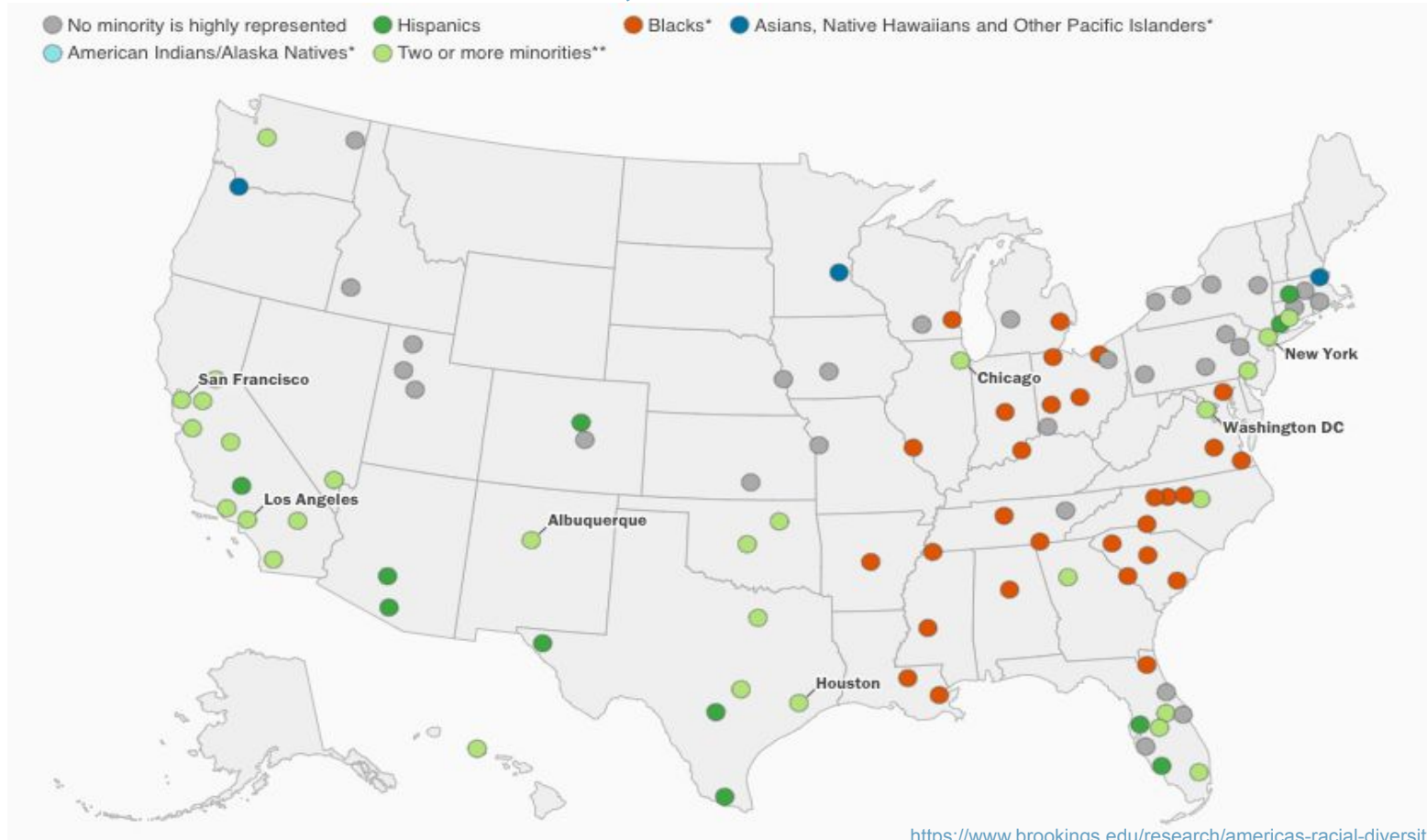
American  
middle class

Millennials  
(age 16 -34)

Fast growing  
Hispanic  
population



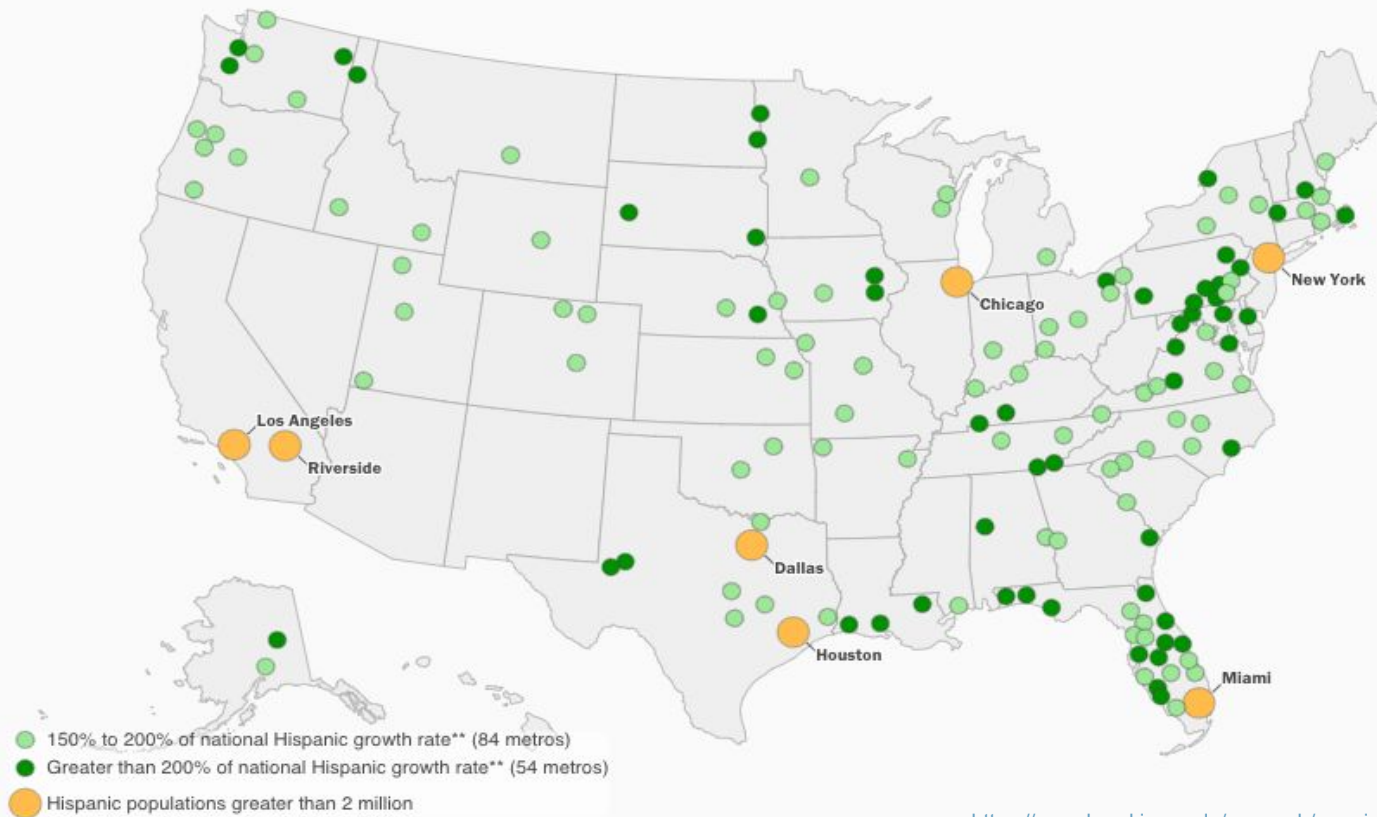
# Race-Ethnic minority groups representation in 100 largest metropolitan areas



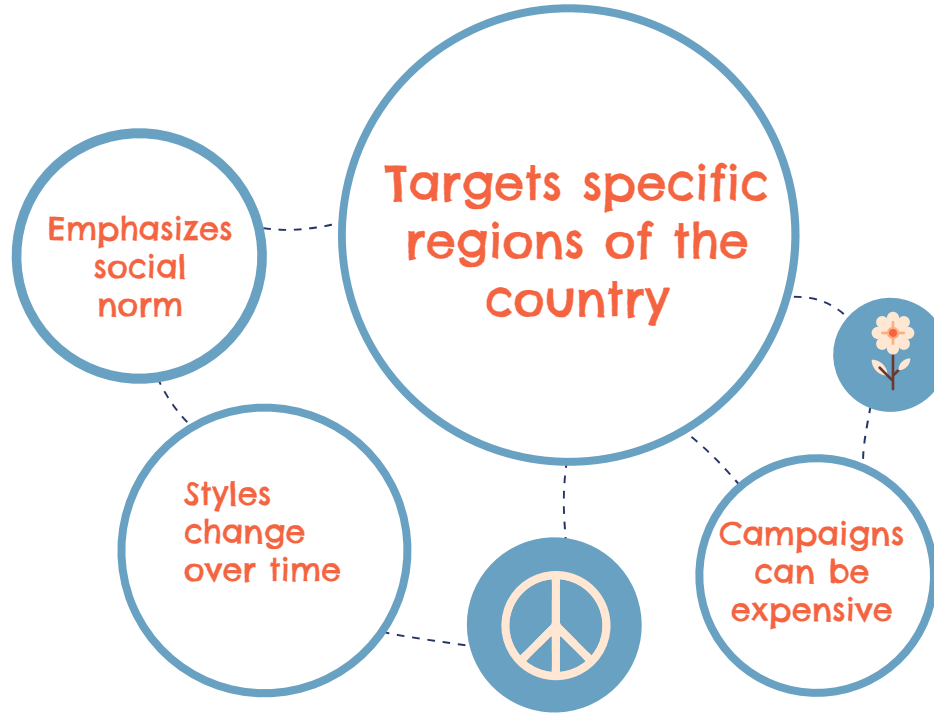
# Metropolitan areas with highest hispanic populations

## METROS WITH LARGEST 2018 HISPANIC POPULATIONS AND HIGHEST 2010-2018 GROWTH\*

HOVER OVER AREAS TO VIEW STATISTICS



# Limitations

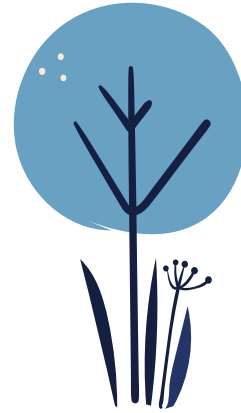


# Benefits of Strategy

Connection

Sustainability

Affordability



# Emotions Make Us Remember



EMOTIONS ARE LIKE NEON SIGNS TELLING YOUR BRAIN,  
**“REMEMBER THIS!”**



Macy's is in  
people's  
thoughts  
longer



175 million



earned media reach

25%

sales increase

16.13%

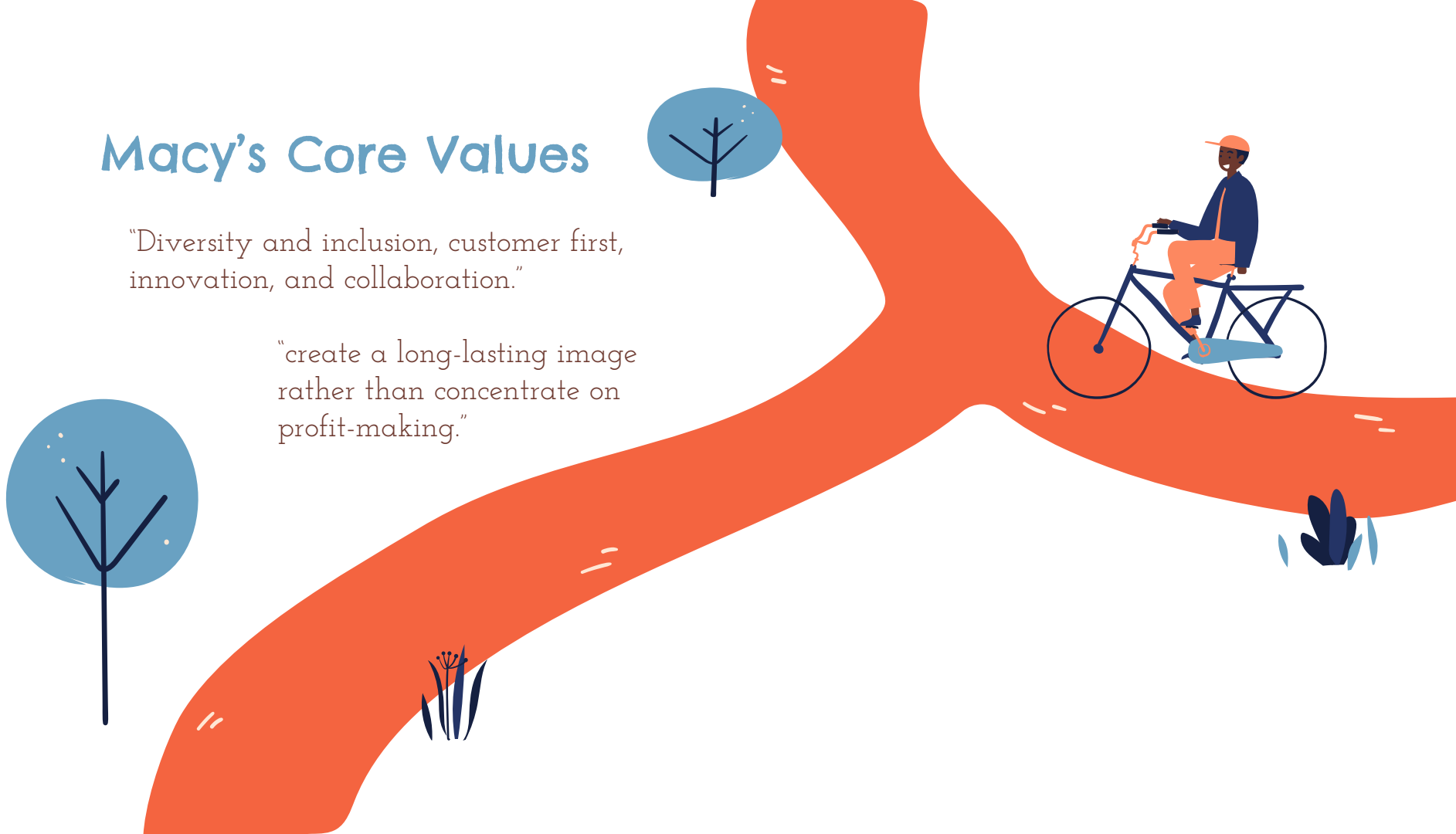
click-through rate  
compared to an average  
of 0.16% in google



# Macy's Core Values

"Diversity and inclusion, customer first, innovation, and collaboration."

"create a long-lasting image rather than concentrate on profit-making."







# Thank you!

Does anyone have any  
questions?

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