

# **LUMA IMAGES**

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Marketing Strategy

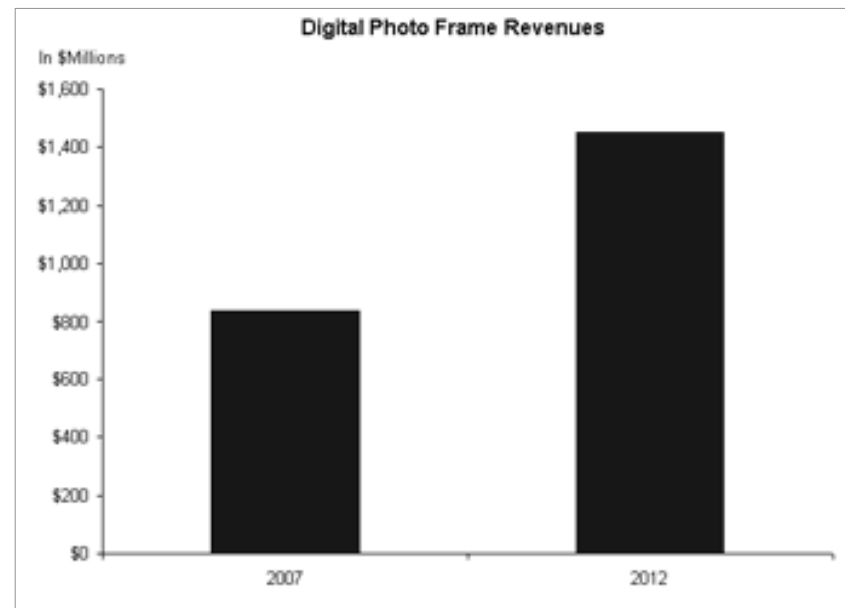
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# MARKET

## FRAMED PHOTOGRAPHY

- The framed photography market has decreased over time as more interest has shifted to digital framing and photography
- Growth in Annual Revenue (2009-2014): - 2.0% (2B total in 2014)
- Growth in Number of Businesses: -4.5% (7.8K total in 2014)

## DIGITAL PHOTOGRAPHY



# CONSUMER

- There is not much public information available about the framed photography habits of hotels, hospitals, or design firms.
- Individuals still have a healthy interest in the space despite the market decline. In a 2012 survey of 2.6K Americans, 50% indicated that they made a purchase in the art, wall decor, and/or frame market.
- Individual consumers who are mid-high income (75K+), homeowners, and have a strong interest in art, design, and décor represent the best targets.

# COMPETITORS

## KEY INDEPENDENT PEERS

Thomas Kinkade  
Historic Charleston Foundation  
Gate House Galleries  
STP Inc  
Vista Galleries  
Navis Pictures  
1821 Pictures  
Frame Gallery  
Benicia Frame Studio  
Michael Ambrose  
Art Frame Studio  
Mass Brands (Wayfair, Target, etc.)

# MARKETING

## Pricing

There are a wide range of price points in the framed photography space. Pricing strategy is highly dependent on distribution channel and reputation of the brand. For a brand seeking mid-tier status these tactics could be considered:

- Price above “wall art” found at mass brands (e.g. Wayfair) in order to differentiate from their lack of quality and indistinctive style. These retailers mostly carry artwork below \$500 with much of their selection in the \$50-\$200 range.
- Price slightly below the art of high-end players such as Thomas Kindade. Though these designers have low price offerings most of their work is above the \$500 threshold with higher end and limited edition pieces from \$1-10K.

# MARKETING

## Distribution

In addition to selling through wholesalers or independent art advisors, many brands/designers have their own websites in order to sell direct to consumers.

### **Wholesalers**

Harbortown Industries  
Ray Padula Inc  
iZimdar Enterprises  
Omega Moulding West  
Star Creations

### **Website**

Independent websites typically include the following info:

- Images of Artwork & Frames
- Contact/Customer Service Number/Email
- Company History/Expertise
- Educational Information on the Industry
- Blogs and social media channels

# MARKETING

## Promotions

Designers/Brands use these types of promotional tactics to sell their product:

- Discounts/Deals such as buy a print and get the frame free
- Customization of frames
- Fast Shipping and Product Times

The following tactics should also be considered:

- Digital Imagery – consider selling digital versions of artwork
- Online/Social Ads – targeting your ideal consumer (wealthy art lovers)
- Social Media Channels – to build a following of potential consumers
- SEO Tactics – setting up a blog and ensuring website has keywords that will attract people who are searching for “framed photography”
- Influencer Partnerships – reaching out to bloggers and other influencers in the space to do branded partnerships

# RESOURCES

Links to research sources

<http://www.direporter.com/article/digital-photo-frame-household-penetration-still-shows-growth-infotrends/1>

<http://www.prweb.com/releases/2014/09/prweb12166062.htm>

<http://www.prweb.com/releases/2014/09/prweb12166062.htm>

<http://www.infotrends.com/public/Content/Press/2008/01.24.2008.html>

<http://www.pictureframeguys.com/articles/jaynessmolding.html>

<http://www.tru-vue.com/files/file/TruVue-Research-Release--Consumers-Return-to-Art.pdf>

<http://photo.stackexchange.com/questions/31076/how-to-price-a-framed-photograph>

<http://www.ibisworld.com/industry/picture-framing-stores.html/partnerid=ValuationResources>

[http://www.unitymarketingonline.com/catalog/product\\_detail.php/pid=60~subid=173/index.html](http://www.unitymarketingonline.com/catalog/product_detail.php/pid=60~subid=173/index.html)

[http://www.unitymarketingonline.com/catalog/product\\_cat.php/subid=173/index.html](http://www.unitymarketingonline.com/catalog/product_cat.php/subid=173/index.html)