

# Final Portfolio

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# Upfront Planning

Client: Home and Garden Television (HGTV)

**Communications Challenge:** According to the data found on Mediamark's MRI+ reporter, HGTV's viewers are more likely to watch if they have a household income anywhere from \$50,000 and above. The communications challenge is to connect to audiences who have a lower household income than the average HGTV viewer. To gain this connection and trust, HGTV also has to address the recent scandal with the television show "Love It or List It."

**Audience:** The primary audience is adults ages 25-34 (older Millennials) who are typically renting a home or an apartment or thinking of purchasing a home in the future. The secondary audience is people seeking simple, easy ways to improve their home without spending a lot of money.

**Objective:** Increase awareness of HGTV as an authentic brand that strives to educate the viewers about affordable, high-quality home improvement options.

**Opportunity:** To reach an audience of viewers who cannot afford the expensive renovations usually depicted in HGTV marketing and television programs.

**Key Message:** HGTV is a brand focused on informing viewers of all income levels of high-quality ways to improve their living space.

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# 10 Affordable Ways to Liven Up Your Living Space

Redesigning your home can be a daunting task. Time, cost and difficulty often deter us from making changes. However, there are many improvements you can make that are not only affordable, but simple and easy. Here are ten painless ways to redesign your home without going over budget.

## 1. Organize



Nothing distracts from the beauty of a home like clutter. Purchase a few inexpensive organization bins and make a point to organize your mail and other important documents and magazines. It only takes a little bit of effort, and it makes a world of difference.

## 2. Rearrange Your Furniture



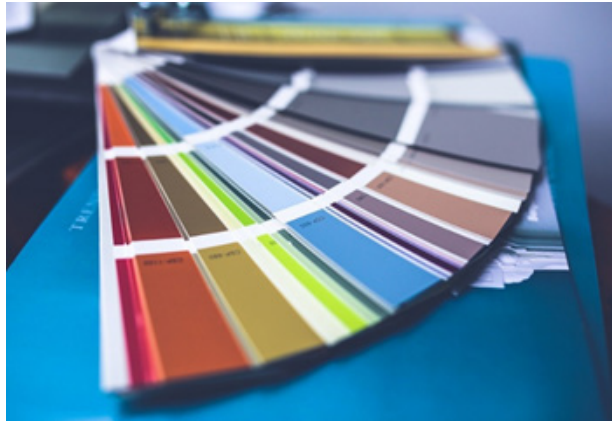
Have small spaces or in need of a quick change? Take a few minutes to shift your furniture around. You'd be surprised how a simple rearrangement can completely transform the look and feel of your space.

## 3. Add Mirrors



Mirrors add character to a room, and since they reflect light, they help make your room feel more spacious. Although you can find mirrors anywhere, for a less expensive option, consider seeing if your local thrift store has any in stock.

#### **4. Paint**



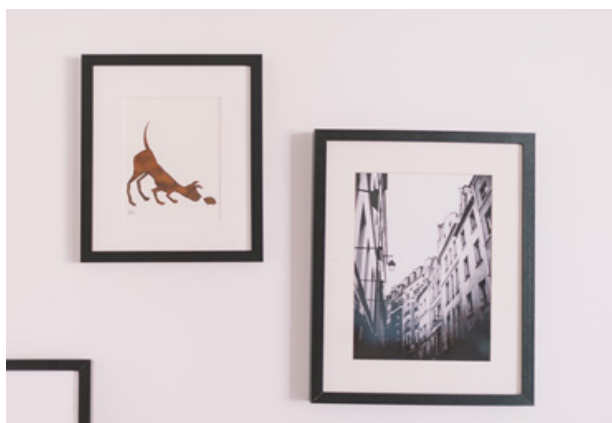
The color of the walls defines your room. Paint doesn't cost much (prices typically range from \$15-\$30 a gallon), and painting only takes about a weekend. Renting your home or apartment? Paint a piece of furniture to a pop of color.

#### **5. Consider Using Removable Wallpaper**



Looking to change the look of your walls, but don't want to paint? Removable wallpaper is for you. It's easy to remove and still has the power to change the look and feel of your space. Prices vary, but there are many stunning, affordable options available.

#### **6. Frame Your Photos**



Frames and printing costs are inexpensive compared to pricey paintings. Also, photographs add a nice personal touch to your home.

## 7. Clean Your Floors and Carpets



Floors and carpets have the tendency to get dirty, and it's easy not to notice. Rent a carpet shampooer, break out the mop and plan to spend an hour or two cleaning. You'll be amazed with how different your house looks when your floors are in pristine condition.

## 8. Find New Décor and Furniture at Thrift Shops



You might be surprised how many great deals are waiting at thrift stores. Thrift stores have excellent deals on lightly used furniture, paintings and other décor. The best part? It only takes an afternoon of shopping to find these excellent deals.

## 9. Buy a Houseplant



One of the best ways to add a little life into your room is to bring nature inside. Houseplants are priced at around \$15 and above and add an element of beauty to your room that other decorations can't mimic.

## 10. Add More Light



Without proper lighting, even the most beautifully decorated rooms can look dull and lifeless. Consider purchasing a lamp or replacing your current lightbulbs with brighter lightbulbs to bring more light into your home.

Although it may seem like you need time-consuming renovations and expensive decorations to improve your home, a small change can make an extraordinary difference. It only takes a little bit of time and effort to transform an ordinary living space into a beautiful room.

How do you liven up your living space? Let us know in the comments below.



## News Release

**FOR IMMEDIATE RELEASE**  
**May 5, 2016**

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### **HGTV Investigates “Love it or List It” Rumors** *Television Station Evaluates Partnership with Big Coat TV*

**Knoxville, Tenn. – May 5, 2016** – Home and Garden Television is evaluating the claims of a North Carolina couple who participated on the HGTV show “Love It or List It.” The couple is suing production company Big Coat TV for only using around \$85,000 of the \$140,000 the couple’s investment for remodels while using the rest for staging the show. The couple also contends that the entire show was scripted and that the repairs were incomplete.

HGTV has yet to make an official statement on the situation. The company is contacting Big Coat TV, the producing company of “Love It or List It,” to determine the validity of the couple’s story. If the couple’s claims are true, HGTV will take the action necessary to reprimand the production company for its lack of authenticity and exploitation.

HGTV executives reassure viewers that HGTV strives to be honest and inform audiences of the realities of home renovation and the real estate market while also educating its viewers of practical ways to improve their homes and living environments.

“Love It or List It” is a home renovation show dedicated to providing someone with the best home possible for their needs. Host and real estate expert Hilary Farr remodels the current home while host David Visentin searches for another home on the market. After renovations, the participant chooses either to stay in their current home or to move into the new home. For more information on “Love It or List It” visit [www.hgtv.com/shows/love-it-or-list-it](http://www.hgtv.com/shows/love-it-or-list-it).

#### **About HGTV**

HGTV strives to provide its estimated 99 million viewers with engaging and informative content about quality home and garden improvement. The television network was founded in 1994 and is one of the most popular channels on cable television. HGTV’s parent company, Scripps Networks Interactive, is located in Knoxville, Tennessee.

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# Social Media Posts

## Twitter



**HGTV** @hgtv

#didyouknow the best time to buy new furniture is in spring?  
#thriftytransformations



**HGTV** @hgtv

Battling clutter? Get some inexpensive bins and decorate while you #organize. #thriftytransformations



**HGTV** @hgtv

Frame your photos for an inexpensive way to #personalize your home. #thriftytransformations





# Facebook



**HGTV**

May 5 at 10:00 a.m.

Kitchen remodels don't have to be expensive!



## 12 Tips for Remodeling a Kitchen on a Budget

Bring down the cost of your kitchen remodel with these expert tips and smart ideas from HGTV.com.

HGTV.COM



**HGTV**

May 5 at 4 p.m.

Find high-quality decorations without paying an arm and a leg.



## Low-Budget Decorating, High-Style Looks

Transform your home with smart shopping tips and money-saving ideas from Design on a Dime's Kahi Lee.

HGTV.COM

# Instagram



[hgtv](#) Looking for affordable flooring? Laminate can cost as little as \$1.25 per square foot and is more durable than hardwood. For more [#thriftytransformations](#), visit [hgtv.com](#).



[hgtv](#) Paint is an inexpensive way to add a little beauty to your home. A gallon of paint can cost as little as \$15 dollars, and it only takes about two gallons per room. For more [#thriftytransformations](#), visit [hgtv.com](#).

# Transforming Your Home When Money is Tight

Remodels don't have to break the bank.

The truth is, most of us can't afford to expensive home improvement or design.

At HGTV, we believe that home design can be accomplished with any budget. After all, there's nothing more important than your living space. It's the place you return to at the end of a long day and the place where you spend most of your time. You shouldn't feel like your house or apartment is just a place you crash; it should reflect your style, be comfortable and feel welcoming. It should feel like home.

What can you do when you can't afford to make your home resemble a picture from "Better Homes and Gardens"?

First, think of some simple affordable and attainable changes you want to make. Next, try to set aside a little bit of money after each paycheck. It doesn't have to be a large amount; just save what you can afford, even if it's only five dollars each payday.

When you have enough saved, check out the sales. There are some websites, like [www.jossandmain.com](http://www.jossandmain.com), where you can find high-quality furniture and decorations for a reduced price. If you'd rather shop in person, buy your furniture in the spring, when most stores are getting new collections and putting old collections on sale. Comparison shop and take your time before making any purchases. Also, consider shopping at stores like Big Lots, Marshalls or T.J. Maxx; these stores carry high-quality products at reasonable prices. If you like DIY projects, consider adopting an imperfect piece of furniture from a thrift shop and restoring it and making it your own. It might take a little bit more effort, but you'll have a unique piece without spending as much as you'd spend on a new piece.

If you're shopping for decorations, look through clearance sections first. Many stores discount hardly damaged pieces or pieces that a customer returned. You'd be surprised with how many great decorations are passed over just because they're in the clearance section of the store.

If you're looking to make a renovation, contact a few different contractors and compare their price estimates. Keep in mind that quality workmanship is important; don't choose a contractor just because they're inexpensive. On the other hand, don't be afraid of taking matters into your own hands. If you have the time and the knowledge, make the improvement yourself. Not only will you save a few dollars, but you'll have the pride of knowing you completed a project all on your own.

Although the above suggestions show a few different ways you can make changes to your house or apartment without spending a ton of money, remember that "home" isn't dependent on how many decorations you have or how interesting your design is. Home is a place where you feel welcome, a place where you can unwind at the end of the day and make memories.

