

# Delighting Consumers

People learn and shop differently today than they did even a short time ago. From a marketing standpoint, everything continuously changes. And yet some key marketing concepts still remain effective. Your marketing efforts still must focus on attracting, engaging, retaining, and growing your consumer base. Your marketing message must still illustrate how your product is relevant to your consumer. And your products must still satisfy, and hopefully delight, your consumer. Below are just a few of the recent marketing initiatives that show how Char-Broil® products can delight consumers!



## Willkommen!

Char-Broil® recently said “Willkommen (Welcome)” at a media event that they hosted in Hamburg, Germany in March. “Nine out of every 10 Germans own at least one grill, and 88% of those are charcoal grills, so there is a huge opportunity for us to show them the advantages of our gas grills, especially our TRU-Infrared® gas grills,” explained Hector Garcia, Char-Broil Marketing Director. “The goal of this media event was to introduce the German media to Char-Broil’s patented TRU-Infrared cooking system and new products, including the TITAN™ T-36G grill, the Grill2Go® X200 and the Patio Bistro® grills. All of these products combine advanced technology, elegant design and excellent value for the price.”



## Driving Awareness with the 2014 Mobile Tour

Char-Broil’s Mobile Tour kicked into high gear for the 13th year and is traveling around the country, showing consumers all the benefits of Char-Broil® TRU-Infrared® grills. This is experiential marketing at its very best as consumers can watch grilling demonstrations, see Char-Broil grills in action, taste food samples, provide their opinions, play games, and register to receive recipes and other grilling tips.



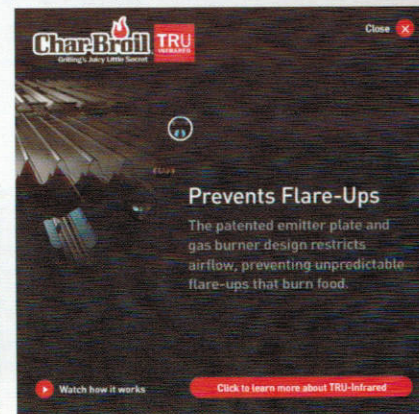
## What the All-Star Bloggers Learn in Vegas, Doesn't Stay in Vegas!

In conjunction with the National Hardware Show, held in Las Vegas in May, Char-Broil® hosted an event for its All-Star Bloggers at Le Cordon Bleu College of Culinary Arts. “It was a very rewarding meeting,” added Garcia. “We did some training on food styling, food photography, and even cooked some great food with recognized Master Chefs. Our bloggers had a blast and it was a fantastic learning experience!”



## Char-Broil TRU-Infrared Technology

To continue to connect with consumers, Char-Broil® launched an advertising campaign this year which concentrates on explaining all the advantages of Char-Broil’s TRU-Infrared® technology. “Our grilling technology is truly superior, but many people still need to be educated about its benefits. We really want to be more strategic and highlight our technology this season. We added radio to the media mix this year on ESPN with the “Mike and Mike” talk show, which is very popular with our core consumer target. Our television commercial is airing on HGTV and the Syfy channel. Online we’re focusing on various advertising networks along with social media channels (Facebook, Twitter, and Instagram). Overall, we’re adding about 100 million impressions this year without increasing our advertising budget,” said Garcia.



# Move over Kitchen: The Backyard is the New Heart of the Home!

## Saber Outdoor Living 2014 Survey Finds Americans Use Their Backyards More Often Than Most Areas of Their Home

As millions of Americans ready their outdoor space for summer, a new study from Saber Grills, LLC, reveals just how enamored U.S. homeowners are with their backyards. Eighty-three percent of homeowners across the country say their outdoor living space is the favorite place in their home. And it's the most used space in American households, just behind the kitchen, and way ahead of the game room, living room, and dining room. Saber Grills, a division of Char-Broil, designs and manufactures high-performance, premium grills, and outdoor cooking accessories for exclusive distribution through the specialty retail channel.



While spaces like dining rooms and formal living rooms have lost favor in American homes, the backyard has gained popularity each year. Saber's survey showed the overwhelming majority of current U.S. homeowners (81%) consider their outdoor space the heart of their home. "It doesn't matter if your home is valued at \$75,000 or \$775,000, you are proud of your outdoor space and consider it an essential part of your home," said Rob Schwing, General Manager of Saber Grills. "Homeowners use their backyards to relax and reconnect with family."

The survey also found the following:

- 68% of homeowners use their outdoor space throughout the week, mostly to entertain family.
- Homeowners in the South are most likely to own two or more grills (36%). Homeowners in the Northeast are most likely to own just one (75%).
- The respondents view their backyard as both a Zen-like spot and an entertainment zone, with the space outfitted accordingly with a grill, chairs, umbrella/shade, dining sets, and access to Wi-Fi.
- Most (79%) of the homeowners have at least one grill in their backyard and almost 40% say it's the most important fixture on their patio (32% say it's the one item they cannot live without!).
- Nearly all the homeowners report being proud of their outdoor space.
- 30% of the male homeowners say they are solely responsible for the decorating decisions in their outdoor space. Just over half (53%) of outdoor decorating decisions are made by men among first-time homeowners. That number changes to 65% women among homeowners that are in their second homes.
- 51% of the homeowners purchase items for their outdoor space at the same rate or more often than other rooms in their home. On average, 64% of the homeowners purchase products for their outdoor space at least once a year. Almost a quarter (22%) of all the homeowners update their outdoor space every season.
- 54% of the respondents get design inspiration from professional sources such as media outlets, the Internet, or retail displays. Seeking advice from family and friends runs a close second at 38%.

