



MOHAWK INDUSTRIES

Mohawk Tile Bottega Program

MARCOM

For more than 120 years, Mohawk has been a trusted name in carpets. Today, the company is the leading producer and distributor of flooring worldwide. All major flooring categories – carpet, rugs, hardwood, laminate, ceramic tile, and vinyl flooring – may be purchased at authorized Mohawk dealers for residential or commercial application. The company operates under four divisions with its own products, features and brand names.

CHALLENGE:

Mohawk Industries wanted to capitalize on the growing consumer love affair with stone and tile – particularly in the Florida market – but was finding it difficult to secure and maintain an exclusive and high impact presence for its tile and stone products within Retail Flooring Dealer showrooms.

SOLUTION:

Marketing Alternatives developed and produced the Mohawk Tile Bottega program – a turnkey store-within-a-store merchandising concept that is supported with a variety of value-added marketing elements – to gain a commanding presence within the flooring dealer store as well as secure their loyalty to Mohawk. Marketing Alternatives also created the sell-in concept and materials that were used to approach flooring dealers with the opportunity to become Mohawk Tile Bottega retailers.

Value-Added Retailer Support Components include: Grand Opening Promo Kit, Customer Satisfaction Program, Exclusive New Product Introductions, Retailer Website, Semi-Annual Tile Bottega Retailer Roundtables, New Mover Direct Marketing Support, Retail Sales Training, Print/Broadcast Advertising Support, Seasonal Promotions, Retailer Resource Program.

