MARKETING CAMPAIGN CALENDAR

INNOVATION LIVING™

	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PRODUCT FOCUS	LAUNCH	COMPACT	UNIQUE	SLYDERS	COMPACT	MODULAR	MULTIFUNCTIONALS	DAYBEDS	MULTIFUNCTIONALS	SLYDERS
HEADLINE / THEME	Let's celebrate 2025 Collection launch	Why settle? Sofa by day, bed at night	Cosy comfort in timeless design	Sofa by day, bed at night	Compact sophistication	Timeless Scandinavian functionality	Modern minimalism with a bold touch	Customizable, compact comfort	Functional elegance in a trendy design	Curvy comfort - day and night
PRIMARY PRODUCT	GHIA	NEAH X	JILLIS	AKELLO LOUNGER	CUBED ALU	SPLITBACK CHROME	MINIMUM STRIPE	ZEAL STRAW	LOMIRA	CONE
OTHER PRODUCTS	LOMIRA SPLITBACK CHROME	NEAH NEAH CHAIR	JILLIS W. ARM UNFURL UNFURL TEDDY UNFURL LOUNGER LONG HORN	AKELLO NEWILLA NEWILLA LOUNGER CONE	CUBED WOOD CUBED ARM CUBED CHROME	SPLITBACK FREJ DUBLEXO	ASLAK JUNUS FRACTION	SIGMUND PURI ZEAL GHIA NOLIS ROLLO	BALDER COLPUS FRACTION	EILIS YONATA OSVALD RECAST SLY
BRAND VALUE	Design portrait Per Weiss	Comfort	We offer 5 years warranty	Design portrait Per Weiss	Craftmanship, quality & longivity	Environmental considerations	Design it yourself	Environmental considerations	Design it yourself	Comfort
ADDITIONAL THEMES	Editorial Creativity never sleeps	Editorial Small space living Orange Orange Orange Zeal & Vikko Chair	Coffee tables Travertina, Geobau & Tin Drum	Cozy hangout in a sofa lounger with storage	Red Red Red Jillis, Cubed Alu & Vikko chair	Scandinavian tones Cream colors Neah, Luoma Newilla, Splitback Frej & Recast	Accessories Soft Peak Bean bag, Pauke poufs & Butt bean bag	Brown Brown Brown Newilla Lounger, Dublexo, Rollo, Aslak, Junus, Unfurl, Sigmund, Malloy Wood & Osvald	Blue Blue Blue Lomira, Splitback Chrome, Neah X & Vikko chair	New Years Ghia Silvershine
PRESS	GHIA	NEAH X	JILLIS	AKELLO LOUNGER	CUBED ALU	SPLITBACK CHROME	MINIMUM STRIPE	ZEAL STRAW	LOMIRA	CONE
CROSS CHANNEL INNOVATIONLIVING.COM INSTAGRAM FACEBOOK PINTEREST YOUTUBE VIMEO	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms	Full plug & play content package for all SoMe platforms