# Executive Summary

# Mastercraft Kitchens – Five Year Marketing Strategy (2025–2030)

## Current Brand Position (2025)

• Spontaneous recall (unprompted brand awareness): 4%
• Prompted awareness: 52%
• Benchmark: Kitchen Studio (16% spontaneous, 89% prompted).
• Challenge: Low unprompted awareness despite moderate prompted recognition.

## Strategic Framework

Our approach balances **demand generation** with **brand building**, underpinned by two organising ideas:
• “Why Choose Mastercraft Kitchens” (trust & proof of quality).
• “Think National, Be Local” (balancing national strength with local licensee presence).

## Demand Generation

• SEO (Search Engine Optimisation): Organic rankings, content, and local visibility.
• SEM (Search Engine Marketing): Significant Google Ads investment (national + local).
• GEO (Generative Engine Optimisation): AI-search optimisation with long-form content, FAQs, and schema.
• Website Development: Enhancements, strong licensee pages, and Google reviews automation (2025).

## Brand Building

• TVNZ+: Brand video campaigns (six months per year, ~250,000 monthly views).
• Social Media: Paid + organic campaigns, ROI monitored closely.
• Print: Targeted exposure via *Kitchens & Bathrooms Quarterly*.
• Customer Experience: Annual *Look Book*, branded cook book, review automation, case studies, and introduction of NPS surveys.
• Philanthropy: Trees for Survival
• Brand Standards: Compliance and engagement acrosss the group

## Milestones

• 2025: AI in marketing exploration; Google review automation and NPS surveys launched.
• 2026–2027: Expand GEO, AI-driven ad bidding, refine brand-building mix; aggregate NPS reporting across licensees.
• 2028: Conduct brand awareness survey; use NPS results in brand campaigns.
• 2030: Third survey; target parity or leadership in spontaneous awareness vs competitors.

## Success Measures

• Lift spontaneous brand awareness from 4% toward market leader levels.
• Improve prompted awareness (target 90%+).
• Strong lead volume and conversion from website activity.
• Enhanced trust and preference through customer experience initiatives.
• NPS improvement over time; promoters leveraged for reviews and testimonials, detractors managed through service recovery.

## Outcome

By aligning SEO, SEM, and GEO with consistent brand campaigns, enhanced customer touchpoints, and total licensee engagement, Mastercraft Kitchens is positioned to become New Zealand’s most **trusted** and **recognised** kitchen brand.