

## Case Study:

# IMG: Comfort Sales

**IMG Australia** is a furniture company specializing in recliners. The company launched a marketing campaign targeted towards 50-plus females with household incomes over \$90,000.

### Objective:

The campaign aimed to increase sales, establish brand awareness, and improve its store profile by building the attractiveness of its recliners to female audiences, who are the primary decision-makers when it comes to furniture and homeware purchases, making over 80% of the furniture and homeware decisions according to IMG. >>



# 45%

sales increase from the prior year.



# IMG: Comfort Sales

## Experience Scandinavian passion

As a Norwegian-based company part of the Elcom ASA Group, we are proud of our Norwegian heritage and roots. IMG (Internasjonalt Mebel Gruppe) is located in Sykklev, Norway – a place filled with scenes of natural beauty.

Scandinavian design is at the heart of our productive vision, and we aim to produce furniture in which beauty is not only a clear feature, but a true benefit to you. Because we believe that truly outstanding furniture combines both stunning aesthetics and quality comfort in perfect harmony.



## Lift Chair

With our Lift and Multi-function Recliners, receive added support and convenience with a variety of excellent functions. Helping you to tailor your comfort needs more specifically, these Recliners will allow you to achieve your perfect relaxation zone, providing comfort where you need it most.

**Power**  
Power offers a motorized recline and integrated footrest.

**Power 5**  
Upgrade your Power Lift recliner to include a power headrest and lumbar support on top of the standard Power functions. (not available on all models)



Brando  
Leather: Prime 337 Gray

**Lift Chair Functions**

**Lift Controls**

Single motor lift chair features a simple 2 button control with full lift function.

Dual motor multifunction chair features 4 button controls which enable you to operate the back and footrest independently coupled with a leg rest sleep position and full lift function.



### Quality built to last

- 1 Injection moulded Cold-Cure foam ensures ergonomically correct seating posture and enhanced support that lasts
- 2 Adjustable head and neck support gives you the ultimate comfort in all seating positions
- 3 Effortless deep recline
- 4 Steel springs located throughout the back and seat provide optimum support whilst cradling the body
- 5 A steel and hardwood frame provides durability and strength

**30%**  
sales increase in floor stock sales to retailers

### Method:

The campaign was launched through a print magazine distributed through letterbox targeting local areas to stores. The magazine featured the company's range of recliners which were designed to look as palatable and trendy as possible for women, who typically enjoy and purchase recliners less than men.

### Results:

Sales increased by 45% compared to the same period in the previous year. In addition, the company saw a 30% increase in floor stock sales to retailers. ●

## Classic Chair

- \* High arms
- \* Extremely stable
- \* Standard or large size



Topaz  
Fabric: Urban 001 Bark  
Wood: 011 Espresso



Topaz  
Leather: Prime 307 Latte  
Wood in 908 Dark Brown

### Functions

- 
- Effortless recline
  - Adjustable headrest
  - Ergonomically sloped Ottoman

www.imgcomfort.com

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