

Baldwin



GRAMMERCY
LAUNCH

AGENDA

Trends
Product Overview
Product Details
Pricing
Competitive Review
Selling Tools
Marketing Calendar
Imagery
Marketing Plan

TRENDS

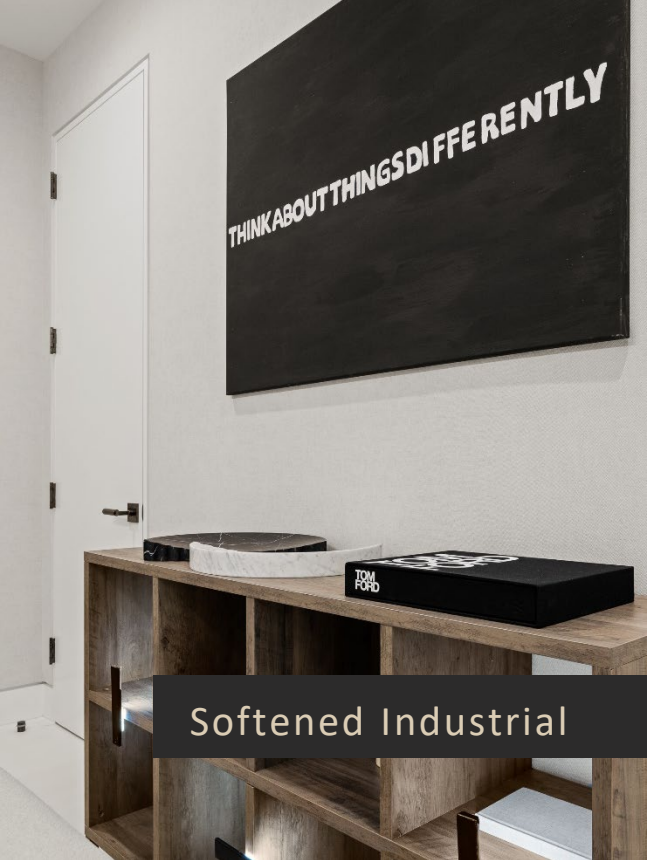
Trends

Contemporary Bauhaus Design

Mixed metal finishes trend continues to saturate the market and is featured prominently in high end design

Curves and contours soften the trend and amp up the luxe feel

Knurling has been a timeless trend that continues to grow across industries



INSPIRATION

Glamour of the Park Gates

Garners its inspiration from the Gramercy Park gates' intricate geometric patterns and incorporates knurled textures and dark metals, evoking a sense of sophistication and timelessness.

This suite of products features clean lines and a modern aesthetic.

CONTEMPORARY BAUHAUS MOVEMENT

PRODUCT DETAIL

Mortise Entrance Trim

6971 Gramercy Mortise

- Features the L029 interior lever
- Interiors are existing 6513 / 6514 plates

6972 Gramercy Knurled Mortise

- Features the L030 knurled interior lever
- Interiors are existing 6513 / 6514 plates

Both handleset families feature:

- Available in 14 Estate Finishes and 10 Mixed Metal finishes
- Available in Quick Ship RENT/LENT Finishes: 044, 055, 056, 076, 102, 112, 190, 260
- While these styles are built on the 6977 Minneapolis 20" Mortise escutcheon, the new thumbpiece features a straight design (whereas Minneapolis features the arched version)

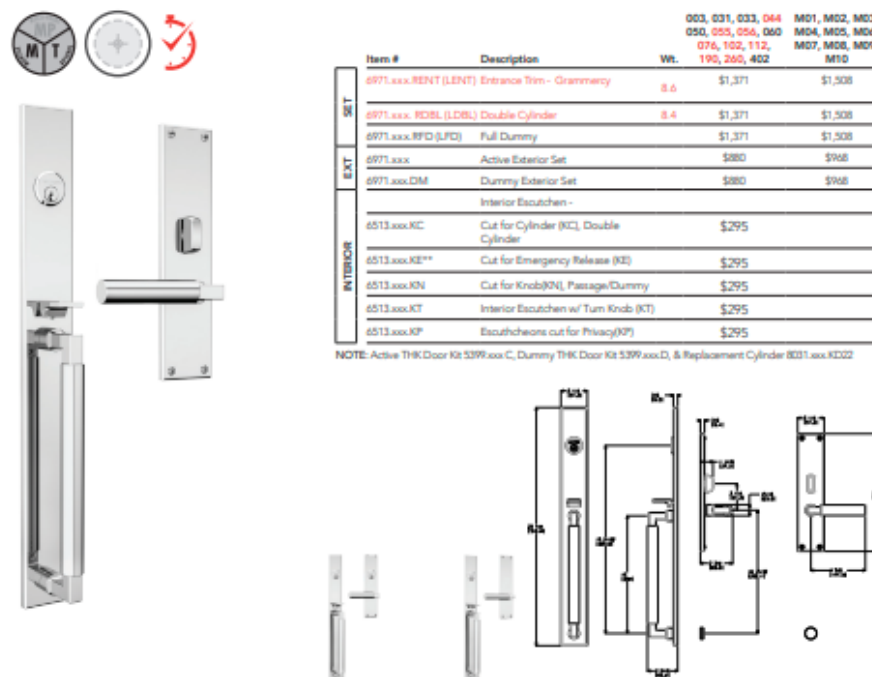
264 Cylinder Plug – *New Component*

New mortise cylinder option with a Black cylinder cap with a 264 cylinder plug to support the M02 and M06 Black Escutcheons with Nickel Accent mixed metal finishes.



DETAILS

6971 Gramercy Mortise



003, 031, 033, 044
050, 055, 056, 060
076, 102, 112,
190, 260, 402

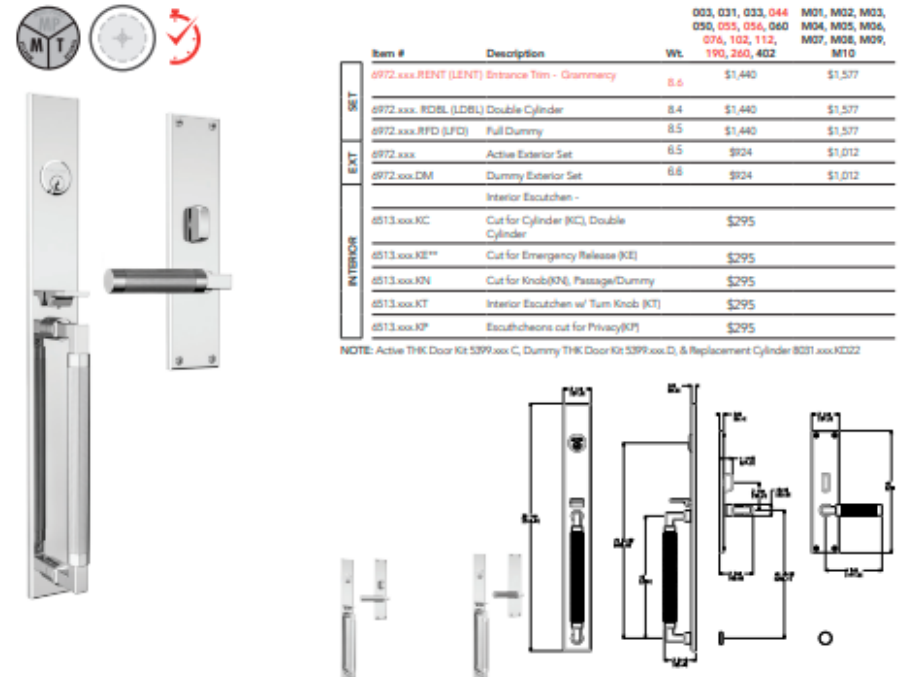
M01, M02, M03,
M04, M05, M06,
M07, M08, M09,
M10

Item #	Description	Wt.	190, 260, 402	M01, M02, M03, M04, M05, M06, M07, M08, M09, M10
6971.xxx.RENT (LENT)	Entrance Trim - Gramercy	8.6	\$1,371	\$1,308
6971.xxx.RDBL (LDBL)	Double Cylinder	8.4	\$1,371	\$1,308
6971.xxx.RFD (LFD)	Full Dummy		\$1,371	\$1,308
6971.xxx	Active Exterior Set		\$880	\$908
6971.xxx.DM	Dummy Exterior Set		\$880	\$908
	Interior Escutcheon -			
6513.xxx.KC	Cut for Cylinder (KC), Double Cylinder		\$295	
6513.xxx.KE**	Cut for Emergency Release (KE)		\$295	
6513.xxx.KN	Cut for Knob(KN), Passage/Dummy		\$295	
6513.xxx.KT	Interior Escutcheon w/ Tum Knob (KT)		\$295	
6513.xxx.KP	Escutcheons cut for Privacy(KP)		\$295	

NOTE: Active THK Door Kit 5399.xxx C, Dummy THK Door Kit 5399.xxx D, & Replacement Cylinder 8031.xxx.KD02

Sets	6971.xxx.RENT (LENT)	6971.xxx.RDBL (LDBL)	6971.xxx.RFD (LFD)
Exterior Trim	6971.xxx	6971.xxx	6971.xxx
Interior Escutcheon	6514.xxx.KT	6513.xxx.KC	6513.xxx.KN
Knob/Lever	L029.xxx.LMR (RMR)	L029.xxx.LMR (RMR)	L029.xxx.LMR (RMR)
Spindle	530.004 (2.375" Hall)	530.004 (2.375" Hall)	5092.004 (1.125" Dummy)
Cylinder	8323 (1.75" Door)	8323.xxx.DBL	6761 (Dummy)
Mortise Lock	* (Lever Strength)	*	*
Blocking Ring	*8440.xxx.D01	*8440.xxx.D01	

6972 Gramercy Knurled Mortise



003, 031, 033, 044
050, 055, 056, 060
076, 102, 112,
190, 260, 402

M01, M02, M03,
M04, M05, M06,
M07, M08, M09,
M10

Item #	Description	Wt.	190, 260, 402	M01, M02, M03, M04, M05, M06, M07, M08, M09, M10
6972.xxx.RENT (LENT)	Entrance Trim - Gramercy	8.6	\$1,440	\$1,577
6972.xxx.RDBL (LDBL)	Double Cylinder	8.4	\$1,440	\$1,577
6972.xxx.RFD (LFD)	Full Dummy	8.5	\$1,440	\$1,577
6972.xxx	Active Exterior Set	6.5	\$924	\$1,012
6972.xxx.DM	Dummy Exterior Set	6.6	\$924	\$1,012
	Interior Escutcheon -			
6513.xxx.KC	Cut for Cylinder (KC), Double Cylinder		\$295	
6513.xxx.KE**	Cut for Emergency Release (KE)		\$295	
6513.xxx.KN	Cut for Knob(KN), Passage/Dummy		\$295	
6513.xxx.KT	Interior Escutcheon w/ Tum Knob (KT)		\$295	
6513.xxx.KP	Escutcheons cut for Privacy(KP)		\$295	

NOTE: Active THK Door Kit 5399.xxx C, Dummy THK Door Kit 5399.xxx D, & Replacement Cylinder 8031.xxx.KD02

Sets	6972.xxx.RENT (LENT)	6972.xxx.RDBL (LDBL)	6972.xxx.RFD (LFD)
Exterior Trim	6972.xxx	6972.xxx	6972.xxx
Interior Escutcheon	6514.xxx.KT	6513.xxx.KC	6513.xxx.KN
Knob/Lever	L029.xxx.LMR (RMR)	L029.xxx.LMR (RMR)	L029.xxx.LMR (RMR)
Spindle	0530.004 (2.375" Hall)	530.004 (2.375" Hall)	5092.004 (1.125" Dummy)
Cylinder	8323 (1.75" door)	8323.xxx.DBL	6761 (Dummy)
Mortise Lock	* (Lever Strength)	*	*
Blocking Ring	*8440.xxx.D01	*8440.xxx.D01	

PRODUCT DETAIL

Tubular Handlesets

85316 Gramercy

- Features the L029 interior lever

85317 Gramercy Knurled

- Features the L030 knurled interior lever

Both handleset families feature:

- Available in 14 Estate Finishes and 10 Mixed Metal finishes
- Available in Quick Ship RENT/LENT Finishes: 044, 055, 056, 076, 102, 112, 190 and 260
- These styles are built on the 85392 Minneapolis 17.5" full escutcheon


264 Cylinder Plug – *New Component*


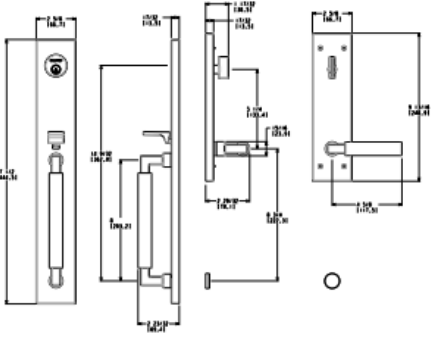
- New Egress and Deadbolt cylinder options with a Black cylinder cap with a 264 cylinder plug to support the M02 and M06 Black Escutcheons with Nickel Accent mixed metal finishes.
- 8031.M02.KD12 - OUTSIDE CYL ASSY for SC Deadbolt 190 with 264 Plug
- 8031.M02.KD22 - OUTSIDE CYL ASSY for Egress HS 190 with 264 Plug



DETAILS

85316 Gramercy


Gramercy Full Escutcheon Handleset 
Emergency Egress w/ 5162 Lever


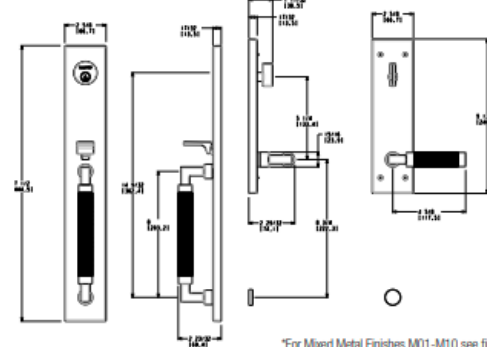



Item #	Description	Wt.	003, 031, 033, 044 050, 055, 056, 060 076, 102, 112, 190, 260, 402	M01, M02, M03, M04, M05, M06, M07, M08, M09, M10
85316.xxx.RENT	Single cylinder handleset w/lever, emergency Egress-RH Entry	13.4	\$961	\$1,057
85316.xxx.LENT	Single cylinder handleset w/lever, emergency egress-LH Entry	13.4	\$961	\$1,057
85316.xxx.RFD	Full dummy set with lever - RH Dummy	12	\$867	\$954
85316.xxx.LFD	Full dummy set with lever - LH Dummy	12	\$867	\$954
85316.xxx.ENTRX	Single cylinder handleset minus lever	12.5	\$928	\$1,021
85316.xxx.FDX	Full dummy set minus lever	10.4	\$830	\$912

NOTE: Active THK Door Kit 5399.xxx.C, Dummy THK Door Kit 5399.xxx.D, & Replacement Cylinder 8031.xxx.KD22

85317 Gramercy Knurled

Gramercy Knurled Full Escutcheon 
Handleset Emergency Egress w/ L030 Lever

Item #	Description	Wt.	003, 031, 033, 044 050, 055, 056, 060 076, 102, 112, 190, 260, 402	M01, M02, M03, M04, M05, M06, M07, M08, M09, M10
85317.xxx.RENT	Single cylinder handleset w/ lever, emergency egress - RH Entry	13.4	\$1,009	\$1,057
85317.xxx.LENT	Single cylinder handleset w/ lever, emergency egress - LH Entry	13.4	\$1,009	\$1,057
85317.xxx.RFD	Full dummy set with lever - RH Dummy	12	\$867	\$954
85317.xxx.LFD	Full dummy set with lever - LH Dummy	12	\$867	\$954
85317.xxx.ENTRX	Single cylinder handleset minus lever	12.5	\$928	\$1,021
85317.xxx.FDX	Full dummy set minus lever	10.4	\$830	\$912

NOTE: Active THK Door Kit 5399.xxx.C, Dummy THK Door Kit 5399.xxx.D, & Replacement Cylinder 8031.xxx.KD22

*For Mixed Metal Finishes M01-M10 see finish chart on page 50

PRODUCT DETAIL

Door Pulls

2579 Gramercy 8" Door Pull

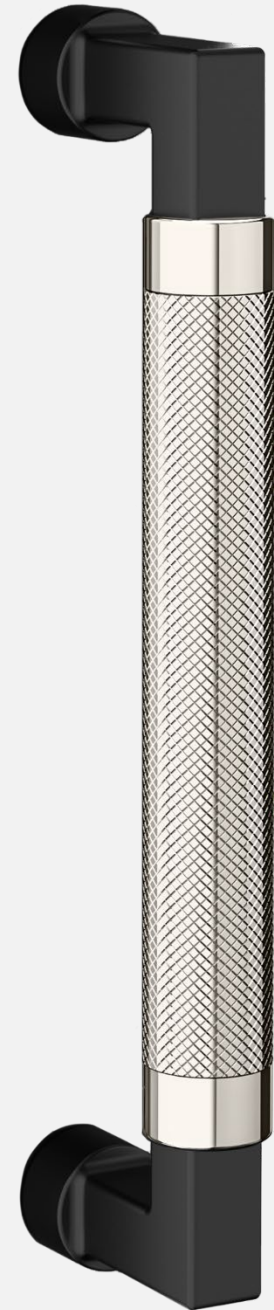
2580 Gramercy 8" Knurled Door Pull

2581 Gramercy 10" Door Pull

2582 Gramercy 10" Knurled Door Pull

All door pull feature:

- Available in 14 Estate Finishes and 10 Mixed Metal finishes
- These styles CANNOT be mounted back-to-back due to the 3 piece component and set screw placement. (Sorry team! We tried.)
- The 8" door pull is the grip from Tubular Gramercy and the 10" door pull is the grip from Mortise Gramercy



DETAILS

2579 Gramercy 8" Door Pull



2580 Gramercy 8" Knurled Door Pull



2581 Gramercy 10" Door Pull



2582 Gramercy 10" Knurled Door Pull



Item #	Description	003, 031, 033, 044, 050, 055, 056, 060, 076, 102, 112, 190, 260, 402	M01, M02, M03, M04, M05, M06, M07, M08, M09, M10
2579.xxx	Gramercy 8"	\$215	\$246
2580.xxx	Gramercy Knurled 8"	\$236	\$271
2581.xxx	Gramercy 10"	\$223	\$251
2582.xxx	Gramercy Knurled 10"	\$240	\$276

FEATURES: Mix any door pulls and push plates shown to create your own look. Contemporary and traditional screw covers are available to conceal heads of thru bolts.

PACKED: One pull in a box with thru bolts for 1.75" thick doors.

NOTE: For door thickness 1.825-2.25" use 6501.000.D conversion kit.

HANDICAP: Pulls designated have 1.5" minimum inside projection to meet ADA, ANSI & handicap code conditions.

COMPETITIVE REVIEW

Classic Brass Apres

Weakness

- Long Product Lead Times
- Higher Price Point

Strength

- Full Collection
- Wide Selection of Finishes & Customization



Waterstreet Brass

Weakness

- Not suited
- Higher price point

Strength

- US Made
- Mixed Materials such as wood



Emtek Hercules

Weakness

- **Quality**
- **No Mixed Metal Options**
- **Not available in Mortise**

Strength

- **Price Point**
- **Speed of Order Processing**



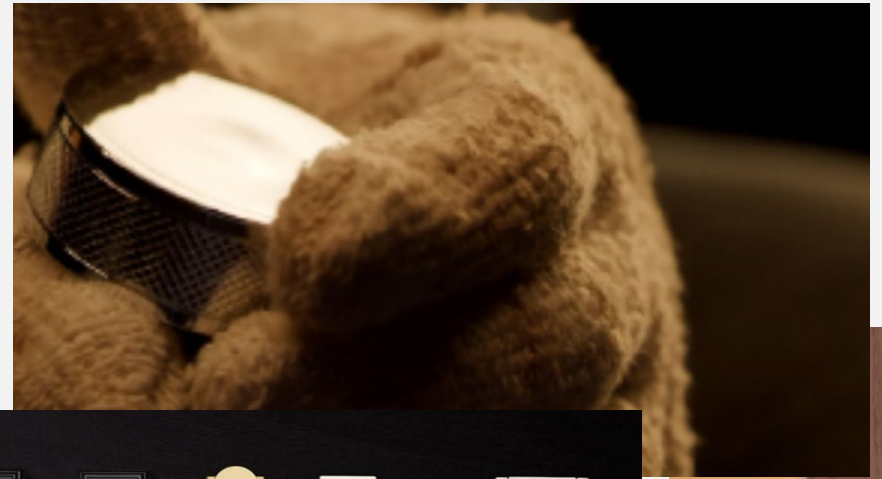
SELL THE SUITE

- Gramercy Tubular Handlesets
- Gramercy Mortise Entrance Trims
- Gramercy 8" and 10" door pulls
- Gramercy Cabinet Hardware Collection
- Gramercy L02 9 Lever with R017 Rose- Preconfigured
- Gramercy L029 Lever
- Gramercy L030 Lever

Recommended Products for the Suite:

- A La Carte Rosettes: R017, R052 and R048
- Deadbolt: 8220 Contemporary Deadbolt
- Leverage new Cylinder service part to support Mixed Metal finishes (8031.M02.KD12 - OUTSIDE CYL ASSY for SC Deadbolt 190 with 264 Plug)
- Multipoint: MP005 with X designation and L029 / L030 levers
- Pocket Door Locks: Santa Monica PD005 or PD006
- General hardware: 0184 / 0185 Modern Kocker and 4863 Contemporary Bell Button

BALDWIN



"Invest



IN LUXURY."

RS BOLD BALD

LIST PRICE

VS. MSRP

Item#	Description	List Price	MAP List Price	Categories	UPC
85317.M01.RFD	85317 GRMICY FD KNURL RH 055 TRMX190 PULL	\$ 997.00	\$ 648.05	TUBULAR HANDLESETS	823079716678
85317.M01.RENT	85317 GRMICY SC KNURL RH 055 TRMX190 PULL	\$ 1,105.00	\$ 718.25	TUBULAR HANDLESETS	823079715831
85317.M01.LFD	85317 GRMICY FD KNURL LH 055 TRMX190 PULL	\$ 997.00	\$ 648.05	TUBULAR HANDLESETS	823079716777
85317.M01.LENT	85317 GRMICY SC KNURL LH 055 TRMX190 PULL	\$ 1,105.00	\$ 718.25	TUBULAR HANDLESETS	823079716494
85317.M01.FDX	85317 GRMRCY FD KNURLED 055 TRMX190 PULL	\$ 958.00	\$ 622.70	TUBULAR HANDLESETS	723079728834
85317.M01.ENTRX	85317 GRMRCY SC KNURLED 055 TRMX190 PULL	\$ 1,043.00	\$ 677.95	TUBULAR HANDLESETS	823079716876
85317.003.RFD	85317 GRAMERCY FULL DMY KNURLED RH 003	\$ 910.00	\$ 591.50	TUBULAR HANDLESETS	823079712915
85317.003.RENT	85317 GRAMERCY EGRS KNURLED RH 003	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712014
85317.003.LFD	85317 GRAMERCY FULL DMY KNURLED LH 003	\$ 910.00	\$ 591.50	TUBULAR HANDLESETS	823079713134
85317.003.LENT	85317 GRAMERCY EGRS KNURLED LH 003	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712397
85317.003.FDX	85317 GRAMERCY FD KNURLED LESS LVR 003	\$ 871.00	\$ 566.15	TUBULAR HANDLESETS	823079714100
85317.003.ENTRX	85317 GRAMERCY SC KNURLED LESS LVR 003	\$ 947.00	\$ 615.55	TUBULAR HANDLESETS	823079713721
85316.M01.RFD	85316 GRAMERCY FD RH 055 TRMX190 PULL	\$ 954.00	\$ 620.10	TUBULAR HANDLESETS	823079714964
85316.M01.RENT	85316 GRAMERCY EGRS RH 055 TRMX190 PULL	\$ 1,057.00	\$ 687.05	TUBULAR HANDLESETS	823079714605
85316.M01.LFD	85316 GRAMERCY FD LH 055 TRMX190 PULL	\$ 954.00	\$ 620.10	TUBULAR HANDLESETS	823079715305
85316.M01.LENT	85316 GRAMERCY EGRS LH 055 TRMX190 PULL	\$ 1,057.00	\$ 687.05	TUBULAR HANDLESETS	823079714780
85316.M01.FDX	85316 GRMICY FD LESS LVR 055 TRMX190 PULL	\$ 912.00	\$ 592.80	TUBULAR HANDLESETS	723079728711
85316.M01.ENTRX	85316 GRMICY SC LESS LVR 055 TRMX190 PULL	\$ 1,021.00	\$ 663.65	TUBULAR HANDLESETS	823079715565
85316.003.RFD	85316 GRAMERCY FULL DMY ENT SET RH 003	\$ 867.00	\$ 563.55	TUBULAR HANDLESETS	823079711451
85316.003.RENT	85316 GRAMERCY EGRS ENT SET RH 003	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711178
85316.003.LFD	85316 GRAMERCY FULL DMY ENT SET LH 003	\$ 867.00	\$ 563.55	TUBULAR HANDLESETS	823079711598
85316.003.LENT	85316 GRAMERCY EGRS ENT SET LH 003	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711314
85316.003.FDX	85316 GRAMERCY FULL DMY LESS LVR SET 003	\$ 830.00	\$ 539.50	TUBULAR HANDLESETS	823079711871
85316.003.ENTRX	85316 GRAMERCY SGL CYL LESS LVR SET 003	\$ 928.00	\$ 603.20	TUBULAR HANDLESETS	823079711734

LOAD & TREND

VS. MSRP

Item#	Description	List Price	MAP List Price	Categories	UPC
85317.190.RENT	85317 GRAMERCY EGRS KNURLED RH 190	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712243
85317.190.LENT	85317 GRAMERCY EGRS KNURLED LH 190	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712595
85317.102.RENT	85317 GRAMERCY EGRS KNURLED RH 102	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712229
85317.102.LENT	85317 GRAMERCY EGRS KNURLED LH 102	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712489
85317.076.RENT	85317 GRAMERCY EGRS KNURLED RH 076	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712335
85317.076.LENT	85317 GRAMERCY EGRS KNURLED LH 076	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712731
85317.055.RENT	85317 GRAMERCY EGRS KNURLED RH 055	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712311
85317.055.LENT	85317 GRAMERCY EGRS KNURLED LH 055	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712717
85317.044.RENT	85317 GRAMERCY EGRS KNURLED RH 044	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712304
85317.044.LENT	85317 GRAMERCY EGRS KNURLED LH 044	\$ 1,009.00	\$ 655.85	TUBULAR HANDLESETS	823079712700
85316.190.RENT	85316 GRAMERCY EGRS ENT SET RH 190	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711246
85316.190.LENT	85316 GRAMERCY EGRS ENT SET LH 190	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711383
85316.102.RENT	85316 GRAMERCY EGRS ENT SET RH 102	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711222
85316.102.LENT	85316 GRAMERCY EGRS ENT SET LH 102	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711369
85316.076.RENT	85316 GRAMERCY EGRS ENT SET RH 076	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711291
85316.076.LENT	85316 GRAMERCY EGRS ENT SET LH 076	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711437
85316.055.RENT	85316 GRAMERCY EGRS ENT SET RH 055	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711277
85316.055.LENT	85316 GRAMERCY EGRS ENT SET LH 055	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711413
85316.044.RENT	85316 GRAMERCY EGRS ENT SET RH 044	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711260
85316.044.LENT	85316 GRAMERCY EGRS ENT SET LH 044	\$ 961.00	\$ 624.65	TUBULAR HANDLESETS	823079711406
6972.190.RENT	6972 GRAMERCY SC KNURLED ENTR TRM RH 190	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719068
6972.190.LENT	6972 GRAMERCY SC KNURLED ENTR TRM LH 190	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719204
6972.102.RENT	6972 GRAMERCY SC KNURLED ENTR TRM RH 102	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719044
6972.102.LENT	6972 GRAMERCY SC KNURLED ENTR TRM LH 102	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719181
6972.076.RENT	6972 GRAMERCY SC KNURLED ENTR TRM RH 076	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719112
6972.076.LENT	6972 GRAMERCY SC KNURLED ENTR TRM LH 076	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719259
6972.056.RENT	6972 GRAMERCY SC KNURLED ENTR TRM RH 056	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719105
6972.056.LENT	6972 GRAMERCY SC KNURLED ENTR TRM LH 056	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719242
6972.044.RENT	6972 GRAMERCY SC KNURLED ENTR TRM RH 044	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719082
6972.044.LENT	6972 GRAMERCY SC KNURLED ENTR TRM LH 044	\$ 1,440.00	\$ 936.00	MORTISE TRIM	823079719228
6971.190.RENT	6971 GRAMERCY SGL CYL ENTR TRM RH 190	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717545
6971.190.LENT	6971 GRAMERCY SGL CYL ENTR TRM LH 190	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717712
6971.102.RENT	6971 GRAMERCY SGL CYL ENTR TRM RH 102	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717521
6971.102.LENT	6971 GRAMERCY SGL CYL ENTR TRM LH 102	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717675
6971.076.RENT	6971 GRAMERCY SGL CYL ENTR TRM RH 076	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717590
6971.076.LENT	6971 GRAMERCY SGL CYL ENTR TRM LH 076	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717774
6971.056.RENT	6971 GRAMERCY SGL CYL ENTR TRM RH 056	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717583
6971.056.LENT	6971 GRAMERCY SGL CYL ENTR TRM LH 056	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717767
6971.044.RENT	6971 GRAMERCY SGL CYL ENTR TRM RH 044	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717569
6971.044.LENT	6971 GRAMERCY SGL CYL ENTR TRM LH 044	\$ 1,371.00	\$ 891.15	MORTISE TRIM	823079717743

KEY MARKETING DATES

<i>ACTIVITY</i>	<i>DATE</i>
Take Order Date	10/16
Landing Page Website	10/16
Commercial Launch Date	10/30
All items live with Imagery on Website	10/30

LAUNCH CALENDAR

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER +

Timeline Confirmed
 Sample # Alignment
 Product Photography

Influencer Reach Out
 Look Book Photography

Samples Ready

Luxe Magazine Teaser
 Sales Meeting
 Website Landing Page

OCTOBER 16: TAKE ORDER

DPHA
 High Point Market NY Mixer with NYC Giveaway
 Samples Seeded
 Panels Shipped

OCTOBER 30: COMMERCIALIZATION

Influencer Image Collection
 Digital Spend
 Email Campaigns
 Sampling Company Turn On
 Look Book Ready
 Contest Completion

Advertorial
 Press Opportunities
 Digital Spend
 Pricebook- December



0:00 / 0:15



ASSETS

Clipped



Vignette



[Link To Lightbox](#)
[Link to Box](#)

Digital Marketing Tool Kit



TACTICS & PLAN

CAMPAIGN FLIGHT	MEDIA CHANNEL	PURPOSE
PR	Multi Channel	<ul style="list-style-type: none"> Develop a test & learn influencer program for Baldwin, kicking off with the launch of Gramercy
PRE LAUNCH	Meta	<ul style="list-style-type: none"> Launch a Video Views campaign to spread awareness and capture top level interest layered with geo-fencing while specifically targeting NY, FL, Chicago and nationwide markets paired with Pro audience
LAUNCH	Meta	<ul style="list-style-type: none"> Launch a Traffic campaign that drives and increases user volume to site and assist in increasing traffic to Baldwin's booth at High Point Market by geo-fencing around the event and targeting the Pro audience
POST LAUNCH	Meta	<ul style="list-style-type: none"> Drive site traffic to landing page's main CTA through Conversion to find the nearest showroom to the Pro audience while geo-fenced around the participating showrooms. Utilize the pre-launch video watchers to retarget and encourage them to find the nearest showroom within this Conversion campaign
	Display High Impact	<ul style="list-style-type: none"> Utilize Display's geo-fencing ability and serve high impact units to increase landing page traffic to find the nearest showroom to the Pros audience through an interstitial showroom locator unit and a video with gallery

A NEW TYPE OF DIGITAL AD

Contobox High Impact

Drive Awareness and Consideration through High Impact units that showcase Gramercy and urge served users to find their closest showroom

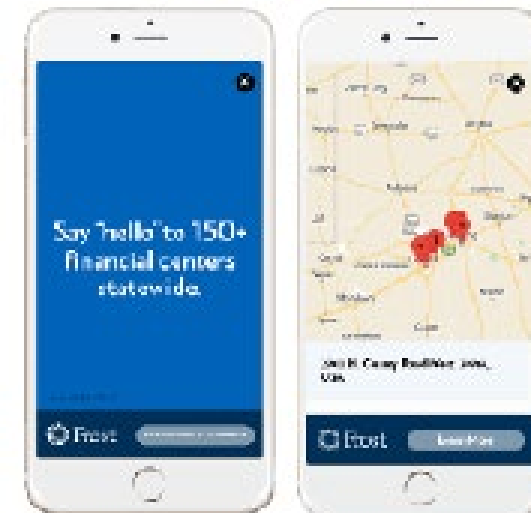
- The Video plus Gallery unit with an embedded dynamic location feature will capture the attention of the Pro audience and have their closest showroom provided on the unit
 - Gallery unit can show up to 10 products and can have a feature that allows the user to toggle different color options to drive further engagement for the product
 - CTA will be "Find a Showroom" to drive them to the landing page to search more showrooms near them
- Interstitial Showroom Locator can feature a GIF or Video before moving to the locator page which allows the user to find the nearest showroom to them
 - This unit is 100% mobile and takes up the full screen

Video plus Gallery Unit



Dynamic Location

Showroom Locator



HIGH POINT MARKET

A Fun Event

Invites



- Our Email List, Press, and Past Attendees will be receiving an invite to this event.
- Digital Ad spend in the above will be geo- target
- Stop by The Point
- Register to Win a Trip for You +1 with Baldwin to ICFF
Airfare (up to \$500 pp), 3 Nights at the Moxy Time Square (\$722), Entrance to ICFF, Drinks at Grammercy's famous Dear Irving with the Baldwin Team, and \$450 spending cash to (valued at \$2300)

BALDWIN

The Point



- Gramercy Premier Happy Hour from 4:30-6:30
- 6 Baldwin Staff Members In attendance
- Cocktails and NYC themed Bites.
- Gramercy Collection Throughout.

RS BOLD . BALD

OTHER BRAND TOUCH POINTS

Press, Email, & More

Luxe Add Teaser

- Found in the latest October Issue of Luxe Magazine

Press Release & Press Appointments

- Press Release is launching this upcoming week.
- Appointments being garnered at High Point

Influencer Content

- Creating 5 influencer contracts that will be installing and creating content with us that we will be able to use for various campaigns

Emails

- 10/30: Launch announcement that goes to all subscribers
- Targeted approach for showrooms and designers with specific content for them.
 - Designers getting mood board and influencer images with design inspiration
 - Showrooms getting an email with assets and targeted detail about product



LOOK BOOK

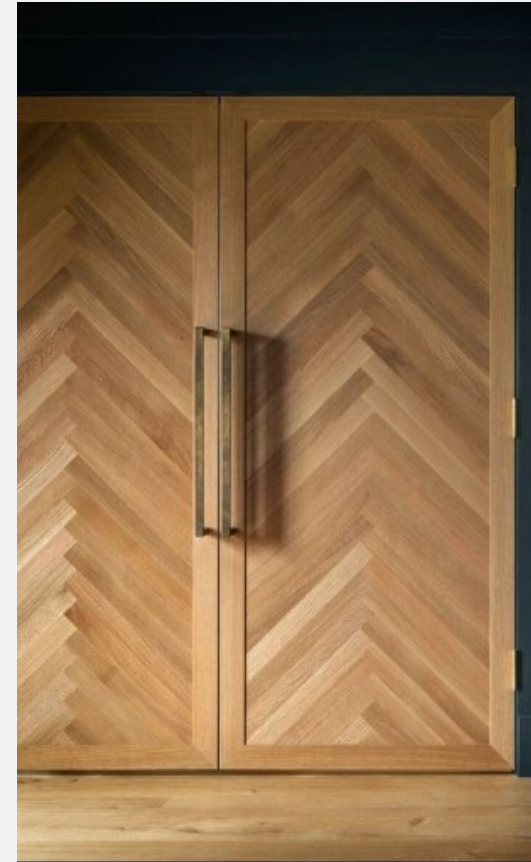


Details

With the price book not coming out until December, we are creating a look book, similar to cabinet hardware to be ready digitally by 10/30

Featuring detailed shots of all Gramercy product, in home photography and stylized moodboards

The end will include price book detail of sku list and pricing.





THANK YOU