

SITUATION

Following the success of a newly redesigned website that yielded a 50% increase in sales within one month, Salton commissioned I Imagine Studio to develop an online campaign for the George Foreman Grill.

PROCESS

- The audience for the campaign was identified – people who buy gifts online between ages of 18-55.
- In collaboration with Salton, I Imagine Studio conducted strategic planning sessions to develop the design, messaging and promotional offer.

RESULTS

With a conversion ratio of 6%, the George Foreman online campaign was a success.



GEORGE FOREMAN®

A screenshot of the eSalton website's Father's Day promotion. The page features a navigation bar with 'SHOP BY PRODUCT', 'SHOP BY BRAND', 'SPECIALS', and 'GIFTS'. The main content area is divided into four promotional tiles. The top-left tile features the George Foreman G5 grill with the text 'Interchangeable plates with exclusive triple non-stick coating' and 'GREAT Father's Day Gift'. The top-right tile shows a 'FOREMAN STAINLESS OUTDOOR PROpane GRILL' with an 'ORDER NOW!' button. The bottom-left tile shows a red 'FOREMAN INDOOR/OUTDOOR BBQ WITH DOOR COVER' with a 'BUY TODAY!' button. The bottom-right tile features a 'FREE GROUND SHIPPING' offer on orders over \$70. A banner at the bottom encourages buying an eSalton.com Gift Card for Father's Day.

eSalton Father's Day is June 18th! Great Gift Ideas for Father's Day!

SHOP BY PRODUCT SHOP BY BRAND SPECIALS GIFTS

GEORGE FOREMAN® G5
Interchangeable plates with exclusive triple non-stick coating
GREAT Father's Day Gift
BUY TODAY!

FOREMAN STAINLESS OUTDOOR PROpane GRILL
ORDER NOW!

FOREMAN INDOOR/OUTDOOR BBQ WITH DOOR COVER
ORDER NOW!

FREE GROUND SHIPPING on your order over \$70*
*Excluding AZ, IL, HI and multiple address shipment

Not sure what to give Dad for Father's Day? Get him an eSalton.com Gift Card!

RACHAEL RAY

SITUATION

I Imagine Studio was commissioned by Salton, Inc. to develop an online marketing campaign for Mother's Day. The objective was to generate sales via www.esalton.com and promote a new line of products.

PROCESS

- The audience for the campaign was identified – people who buy gifts online between ages of 18-55.
- In collaboration with Salton, I Imagine Studio conducted strategic planning sessions to develop the design, messaging and promotional offer.

RESULTS

The Salton Mother's Day campaign was a success, generating strong sales results for the Rachel Ray Food Processor.

eSalton Mother's Day is May 14th

SHOP BY PRODUCT | SHOP BY BRAND | SPECIALS | GIFTS

GREAT Mother's Day Gift

Food Processor from Rachael Ray makes a perfect gift for Mother's Day. With this great product it is easy to cook a great meal from start to finish in just 30 minutes.

BUY TODAY!

Get the perfect gift for mom or esalton.com

Let your mother choose her own gift. Get esalton Gift Card. **ORDER NOW!**

FREE GROUND SHIPPING on your order over \$70 (Excluding AZ & HI and multiple address shipments)

CHECK OUT GREAT RECIPES made with Rachael Ray food processor

eSalton MY ACCOUNT | SIGN IN | CUSTOMER SERVICE | CART | SEARCH

1-866-esalton

MAIN | GIFTS | ANDREW COLLINGE | SHOP BY BRAND

SALTON BRANDS

- ANDREW COLLINGE
- BEYOND
- BREADMAN
- CARREN
- CARPENGGILLS.COM
- FARBERWARE
- GARFIELD
- FRIEDA FOREMAN
- GEORGE FOREMAN
- JUAN VALDEZ
- JUCEMAN
- LOONEY TUNES
- MAXIM
- MELITTA
- NAPA STYLE
- POWERPUFF GIRLS
- REVERENQUE
- RELAXOR
- RUSSELL HOBBS
- SALTON PRODUCTS
- SANTA FE
- SCOOBY DOO
- TOASTMASTER
- ULTRAGOREX
- VEDANTHOD
- WALKMILL
- WESTINGHOUSE
- WET TUNES
- WIFFY

SALTON AT HOME

- INGRAHAM
- STIFFEL
- TIMEX
- WESTCLOK

FEATURED BRANDS High quality products to make your life easier

Introducing Rachael Ray's microwave with a built-in broiling grill. Now you can cook all your favorites to oven-browned perfection using the convenience of a microwave.

Food Processor

GREAT 30 MINUTE RECIPES from Rachael Ray

PRODUCT REGISTRATION REGISTER YOUR PRODUCT ONLINE

PRODUCT RECALL NOTICES

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SHOP BY PRODUCT | SHOP BY BRAND | SPECIALS | GIFTS

WELCOME

THE BRANDS YOU KNOW AND TRUST ARE HERE AT eSalton!

ANDREW COLLINGE | beyond | Breadman | CA

Top Sellers: BEYOND, BREADMAN, FARBERWARE, GEORGE FOREMAN, JUAN VALDEZ, JUCEMAN, MELITTA, SALTON PRODUCTS, TOASTMASTER, WESTCLOK

Top Categories: SMALL APPLIANCES, HOUSEWARES, CONNECTED HOME, SPECIALTY FOODS, CLEARANCE, SPECIALS, AUDIO/VIDEO DEVICES

FREE GROUND SHIPPING on your order over \$70* (Excluding AZ & HI and multiple address shipments)

eSalton Gift Card makes a Perfect Mother's Day Gift. Get One Now!

GET ESALTON GIFT CARD NOW!

GREAT 30 MINUTE RECIPES from Rachael Ray

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