

homedepot.com Patio Collection Updates

- It's more than just selling sofas, lounge chairs and side tables. Outdoor living is about selling relaxation
- The patio pieces offer the customer a vehicle for creating their own outdoor sanctuary, or place away from it all
- The "BEFORE" ecommerce marketing descriptions provide the necessary material for each PIP, but they lack a voice
- The "AFTER" product descriptions give voice to that human desire to slow down and take a break. Product descriptions have a "moment of relaxation" lifestyle message in the backdrop of each description



Martha Stewart Living Cedar Island 4-Piece Brown All-Weather Wicker Patio Seating Set with Beige Cushions

PRODUCT DESCRIPTION BEFORE

The Cedar Island collection features hand-woven resin wicker over powder coated heavy duty steel and aluminum framing. Each panel is individually hand woven to perfection by skilled weavers with years of experience. This collection features graceful curves and smooth lines for added elegance.

The Cedar Island 4 pc. set not only includes a generous cushioned loveseat with 2 toss pillows, along with two cushioned swivel rocking lounge chairs with toss pillows, but also a fully woven storage trunk table with removable lid (no hinges for safety)



2

While the marketing copy presents the necessary information, it lacks “feeling,” or tone in the description. For example, “each panel is individually hand woven to perfection by skilled weavers with years of experience” offers a snippet of information behind the construction, yet it doesn’t explain what that means to the customer. How exactly does skilled weaving benefit the end user?

PRODUCT DESCRIPTION AFTER



Martha Stewart Living Cedar Island 4-Piece Patio Seating Set with Beige Cushions

The simple, classic design inherent in the Cedar Island 4-Piece Patio Set will elevate your outdoor living space to entertainment-worthy status. Its all-weather resin wicker provides elegance and long-lasting durability. Pieces have a heavy-duty steel and aluminum framing with powder coating for added moisture protection. 4-piece set includes a generously cushioned loveseat with 2 toss pillows, 2 cushioned swivel rocking lounge chairs with toss pillows, and fully woven storage trunk that doubles as a table. Removable lid on table (no hinges for safety).



3

The use of the word “your” in the intro line puts the customer back into the formula, so it doesn’t feel as cold and calculated as selling the set without acknowledging the customer within the formula. The word “your” lets the customer imagine what this set would look like in their backyard – and who they may invite to their next dinner party.

Thomasville Messina 7-Piece Patio Dining Set with Paprika Cushions

PRODUCT DESCRIPTION BEFORE

Messina is a romantic European inspired collection in a rich oil bronzed finish. The rustproof aluminum cast frames, intricately designed seat backs and table tops make the Messina collection stand out with unparalleled design detail. The concealed motion dining chairs in the high quality U.S. Sunbrella Canvas Paprika fabric create a comfortable outdoor room setting which will be the envy of all your guests.



This copy does a better job of using descriptive terms, like “romantic European inspired,” “rich oil bronzed finish,” and “intricately designed seat backs,” but again it is still talking *at* the customer, not to someone specific. It isn’t until the last line that the copy finally invites the customer into the conversation.

PRODUCT DESCRIPTION AFTER



Thomasville Messina 7-Piece Patio Dining Set with Paprika Cushions

Get ready to be swept away by the romantic quality found in this Messina Sectional Seating Set. The 7-Piece, European-inspired collection features intricately designed tabletops in breathtaking cast aluminum. Set includes 2 Swivel Chairs with arms, 4 Concealed-Motion Chairs with arms and 1 Dining Table. Aluminum frames are coated in an oil-rubbed bronze finish for enriched, lasting color. Plush cushions have weather-resistant Sunbrella coverings in Canvas Paprika for a comfortable setting that will please your guests. Table features umbrella hole to accommodate coordinating umbrella (sold separately).



The rewrite puts the customer back into the decision-making formula from the very first line. It also capitalizes on the strong descriptors from the original version.

The BEFORE description mentions “high-quality U.S. Sunbrella Canvas Paprika fabric,” but doesn’t explain what benefit the “high-quality” fabric offers. The rewrite uses the phrase “weather-resistant Sunbrella covering,” to explain the cushions can be used outdoors since the cushions are weather resistant.

BULLETS BEFORE AND AFTER

Thomasville Messina 7-Piece Patio Dining Set

BEFORE

- Rustproof aluminum frames with a beautiful oiled bronze finish
- 2 swivel rocking chairs and 4 concealed motion dining chair
- High quality, all weather cushions with US made Sunbrella fabric
- Stainless steel hardware
- Decorative cast table top
- Non marring adjustable foot glides
- 5 year limited warranty

AFTER

- Set includes 2 Swivel Chairs, 4 Concealed-Motion Chairs and Dining Table
- Rustproof cast-aluminum frames have oiled bronze finish for enhanced beauty
- European-inspired decorative cast tabletop with umbrella hole (umbrella sold separately)
- Includes adjustable, non-marring foot glides that won't leave scuff marks
- Requires light assembly using included stainless steel hardware
- 5-year limited warranty on frame
- Dining Table dimensions: 80 in. L x 40 in. W x 28-1/2 in. H
- Concealed Motion Chair dimensions: 24-1/2 in. L x 26-1/4 in. W x 37 in. H
- Swivel Rocking Chair dimensions: 23-1/2 in. L x 26-1/2 in. W x 36-1/2 in.



Bullets commentary:

AFTER bullets:

1. Moved up collection content (2nd bullet in BEFORE) to first bullet in AFTER to prioritize content from big picture to details
2. Third bullet in AFTER adds info about umbrella hole and cross-sell with matching umbrella
3. Added specifics about 5-year warranty **on frame** (specifies what part is under warranty)
4. AFTER bullets spell out dimensions for each item in collection to make it easier on the customer. Otherwise, customer has to filter through specifications in box below copy. There is no consistency on handling specifications in collections with more than 2 items. E.g., sometimes vendor only imports "assembled depth, width and height" dimensions for just the largest item (like a table) rather than for each individual piece. Extra research upfront minimizes the required effort placed on the customer to interpret the dimensions listed in the specification box on the web page.

Hampton Bay Summerville 5-Piece Patio Dining Set in Yellow

PRODUCT DESCRIPTION BEFORE

The Summerville 5-Piece Dining Set provides stylish seating for patio dinner gatherings. It offers a slat tabletop surface, strong steel frame construction and a powder coated finish. The Summerville Collection allows for mix and match versatility without sacrificing style.



7

The last line, "The Summerville Collection allows for mix and match versatility without sacrificing style," is actually the theme for this patio set, thus should be used as the introduction, not a summary statement at the end of the copy.

PRODUCT DESCRIPTION AFTER

Turn to the Summerville Patio Dining Set when your intimate get-together snowballs into a standing-room-only affair. The 5-Piece Patio Set gives you flexible, affordable seating options without sacrificing style. Colorful vinyl-strap chair backs come in trendy colors for mix-and-match versatility. Sturdy steel frames have white powder-coat finish for weather resistance and added eye-appeal. Slat-top table has umbrella hole to accommodate umbrella (sold separately).



The AFTER description uses “mix and match versatility without sacrificing style,” idea from original copy, but rewords it to “gives you flexible, affordable seating options without sacrificing style.” The words flexible and affordable now place this entry-level set on a good, better, best continuum. The copy also leverages the trendy color vinyl seats for mixing-and-matching opportunity (a.k.a. encourages add-on purchases with other colorful chairs).

BULLETS BEFORE AND AFTER

Hampton Bay Summerville 5-Piece Patio Dining Set

BEFORE

- Steel frame construction for strength
- The multi-step powder coated finish aids in weather resistance
- Easy cleaning with soap & water
- Foot levelers included on table for added stability



AFTER

- Trendy patio set provides additional seating solution at affordable price
- 5-Piece set includes 1 dining table and 4 stationary chairs
- Sturdy steel frames have powder-coat finish for added weather resistance
- Table dimensions: 42 in. dia. tabletop x 28 in. H
- Chair dimensions: 28-1/2 in. L x 24 in. W x 36 in. H
- Umbrella hole on table accommodates umbrella (sold separately)
- Cleans easily with soap and water
- Table includes foot levelers for added stability
- Mix-and-match colors from other Summerville Sets (sold separately) for added eye-appeal



AFTER Bullets:

1st bullet provides a benefit-driven solution for customer

Spells out dimensions—making it easier on customer

Adds cross-sell info for pairing with umbrella

Suggestive selling in last bullet for color upgrades

Hampton Bay Westbury 9-Piece Patio High Dining Set

PRODUCT DESCRIPTION BEFORE

Fine Dining At Its Best and No Reservations Needed. This Luxurious Hampton Bay Westbury rust- free, aluminum, high dining set, features a grouted porcelain tile top table with a captured rim for protection and complimentary weather resistant beige sling fabric. This set is sure to make a bold statement in your outdoor living space.



10



The intro line presents an interesting idea, but doesn't complete the thought for the customer. It doesn't answer 'why aren't reservations needed?'

The sentence could be interpreted as:

- 1) Reservations are no longer required since owning the dining set gives you the privilege to eat at the table anytime, or ...
- 2) The table offers a worry-free construction, so you won't have to worry (have reservations) about using it outdoors

The rewrite emphasizes this second meaning since it's a benefit-driven idea

PRODUCT DESCRIPTION AFTER

No reservations will ever be required, nor even necessary, when it comes to this reliable Westbury High Dining Set. Its weather-resistant sling chairs and elegant dining table offer



ample entertaining opportunities in an upscale wine-and-dine styling. Visually distinctive, grouted porcelain-tile tabletop is encased within an aluminum frame to secure tiles in place. Beautifully appointed cast headers and all-weather PVC slings on stationary dining chairs. Aluminum frames have a multistep bronze finish with subtle gold highlights for added decor. Table has umbrella hole to accommodate Market Umbrella (sold separately).



11

The rewrite uses the concept from the BEFORE version, yet adds the word “reliable” to explain why reservations won’t be needed after purchasing this patio set. The 2nd line furthers this concept by introducing weather-resistant sling chairs to complete the worry-free furniture theme.

The BEFORE copy describes the “grouted porcelain tile top table with a captured rim.” Phrase “captured rim” may be confusing to the customer, so the rewrite states, “grouted porcelain-tile tabletop is encased within an aluminum frame to secure tiles in place,” to clarify the benefit of the captured rim.

BULLETS BEFORE AND AFTER

- Rust-free alumni-cast frames
- Multi-step premium bronze finish
- Weather resistant sling fabric
- Grouted porcelain tile top table
- 1 year warranty
- 5 year limited warranty 1 year limited sling warranty
- Warm soapy water with soft brush for easy cleaning
- Easy care and exceptional durability
- Quick and easy assembly with hardware included
- UV protected frame finish to help control fading
- UV protection on frame to control fading
- 9-Piece Set includes 1 Table and 8 Stationary Dining Chairs
- Aluminum rim around tabletop secures porcelain tiles in place
- All-weather PVC chair slings for comfortable, airy sitting
- Powder-coated aluminum frames are scratch-, UV- and rust-resistant
- Dining Table dimensions: 60 in. L x 60 in. W x 33-1/2 in. H
- High Dining Chair dimensions: 26 in. L x 24 in. W x 41-3/4 in. H
- Requires light assembly using included hardware
- Chairs clean easily with warm, soapy water and brush
- Coordinate table with umbrella (sold separately)
- 1-year limited warranty on fabric; 5-year limited-warranty on frame

12



AFTER bullets prioritize the info from the big picture (contents included in set) down to details in last bullet (warranty info)

Martha Stewart Living Miramar II 7-Piece Patio Dining Set with Tan Cushions

PRODUCT DESCRIPTION BEFORE

The Miramar II Collection 7-Piece Dining Set combines a rust resistant 84 in. x 42 in. cast aluminum table, 4 fixed dining chairs and 2 swivel rockers to create a comfortable and eyecatching ambiance for your patio, porch, garden, backyard or other outdoor living area. The chairs fiberfill cushions provide a relaxing place to sit while you enjoy the great outdoors.



13

Although this is only a two-sentence product description, the intro line uses 45 words to describe the set. It's a mouthful for the reader—and makes it difficult to digest the message.

PRODUCT DESCRIPTION AFTER

Add a splash of sophistication to your backyard soiree with the help of the Miramar II Patio Dining Collection. The distinguished 7-Piece Set has cast-aluminum frames with aged-bronze finish and lush, overstuffed cushions to create a refined dining area for family

and friends. Set includes 1 table, 4 Dining Chairs and 2 Swivel Rocker Chairs. The grandiose 84 in. L x 42 in. W table features umbrella hole that accommodates matching umbrella (sold separately). Set ships in 3 separate boxes.



14

AFTER description uses a simpler introduction, making it easier to read. Descriptions like “backyard soiree,” “sophistication” and “grandiose” demonstrate the higher-end cost associated with this higher-end cast-aluminum patio set. Compared with the entry-level vinyl collection from slide 8, this item is a “best” on good, better, best product positioning, so the copy should reflect that.

Project Recap

- 11/08/12 – Project initiation date. Received unedited copy for 358 total OMSIDs containing patio sets, single items and accessories
- 12/02/12 – Initial web launch of 2013 patio items using vendor-fed marketing copy
- 12/17/12 – Project completion date. 358 OMSIDs are rewritten, uploaded in STEP, and currently online



Take-Away

- Product copy does more than list facts. When done correctly, it creates a feeling (or tone) for the customer to identify with
- Marketing copy should make it easier for a customer to justify a purchase. The more questions addressed up front, the more likely a purchase will be made
- Conversely, if the customer has to do their own research to find missing info, the more frustrated they'll become
- Above results in abandoned shopping cart, or forces them to search for answers elsewhere (e.g. competitor website)
- If positioned correctly, the copy also manages customer expectations. Overpromising on an entry-level item has same result as under-describing a higher-end product

