

Badcock ads underscore brand position

By Bill McLoughlin
Editor in Chief

MULBERRY, Fla. — Badcock Home Furniture & More's new major brand campaign, rolled out last week, is built on the new tagline, "Just Right" and is the culmination of a year-long strategic effort to understand the company's position in the marketplace, how its long-time customers perceive the brand and what role a new generation of consumers see Badcock playing in their lives going forward.

"We went out to the marketplace and spoke to consumers



Barb Scherer



Rob Burnette

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Contract player ready to add residential

Akin Furniture eyes High Point for new American of Martinsville upholstery

By Powell Slaughter
Senior Editor

MONTICELLO, Ark. — Hospitality and contract furniture manufacturer Akin Furniture is looking to expand into upholstery for the residential market under the American of Martinsville brand.

The company, now in its third gen-

eration of family management under President Mike Akin and Vice President John Akin, has owned the American of Martinsville name since 2013 and has used that brand to expand its offerings in the hospitality market, which include case goods, upholstered seating and oc-

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Restonic names successor to Passaglia

The bedding company has named Laurie Tokarz, a top exec with Visionary Sleep, as its new president. [4](#)

Momentum continues for home office category

Expanded programs are expected to only continue their momentum in what continues to be a hot category for 2021. [6](#)



First Tuesday set for February iteration

A new website and more than 125 exhibitors are set for this week's edition of the High Point event. [8](#)

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The North Shore cocktail table by CTH-Sherrill Occasional, is another of the items available through the Get It Custom, Get It Quick program.

Building faster turnaround

Sherrill's 'Get It Quick' program promotes domestic capabilities

By Thomas Russell
Senior Editor, Case Goods and Global Sourcing

HICKORY, N.C. — Sherrill Furniture is utilizing and promoting its domestic capabilities to get product into the hands of its customers — designers and retail-

ers alike — a lot more quickly.

The "Get It Custom, Get It Quick" initiative offers more than 450 custom case goods from four of the company's designer brands that can ship within four to six weeks of the time of order.

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Badcock

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and what that gave us were these critical insights that helped build this brand position and campaign," Barb Scherer, vice president of marketing, told Furniture Today. "We not only did focus groups but broad surveys, then came back and tested multiple TV story board concepts to arrive at the winning direction."

Scherer explained that what emerged repeatedly in the company's engagement with consumers was the role the Badcock brand played at various stages throughout their lives, whether that was recalling Badcock furniture in their parents' homes or setting up their first home and going to the store for their own first purchases.

"Between being available at the right time and with the right furniture and finance options we were just the right fit for

their lives when they needed us," Scherer said. "We also heard that they shopped other furniture stores and in the process of their purchase journey they would shop smaller and they would shop larger but they would come back to us because the combination of factors made us just right for them."

If that sounds a little like Goldilocks, it's no accident. Internally, the company referred to its learning and the campaign as "The Goldilocks Effect," and that theme plays out in its campaign, albeit subtly. Scherer explained that what the company discovered and what is reflected in the campaign is that consumer's connection is not just about furniture but about, "the moments in their lives and what they need at that moment," whether that is during a life-stage change or at a time where a particular type of financing can provide access to what they need for their homes.

The "Just Right" campaign



will make its debut this week with 30-second ad spots through streaming venues such as Hulu and will be rolled out in all 38 of the company's markets. That will be followed the week of Feb. 1 with a flight of 30-second ads using the same creative on broadcast television across the same 38 markets. It will also be

utilized across the company's social and digital media channels, its print campaigns and its website.

Scherer noted that the initial ads incorporate user-generated content to demonstrate those key moments in life and noted that in the near future the company will be inviting users to

contribute their own content for use in similarly-themed efforts.

While the company declined to offer details on its expenditures, CEO Rob Burnette told Furniture Today. "This will be a signature campaign and create a lasting impact for us. It will dominate our advertising for years to come." **1**



The Hartwell dining table by Hickory White is among the items showcased through the Get It Custom, Get It Quick program offered by Sherrill Furniture.

Sherrill

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The four brands are Hickory White, Lillian August, Mr. & Mrs. Howard and CTH-Sherrill Occasional.

"This is probably something that you have not seen us do before, which is cross merchandise between the brands," said Cindy Hall, vice president, case goods merchandising, of the program's ability to help customers more easily search the lines for specific categories. "We are trying to cross merchandise and give customers what they are looking for."

"We really need to leverage across all our brands because people are wanting nicer goods than they have had in the past," she added. "And they are willing to pay to get it."

On the website, www.getitcustomgetitquick.com, customers can use a filter to do a search by both brand and category. Product categories shown under the filter tool include dining tables, bar tables, entry tables, console tables and side tables as well as desks, mirrors, bookcase/étagères, buffets and credenzas, cabinets, chests dress-

ers and cocktail tables.

In addition to more than 50 finish options, pieces also can be color matched by providing the name, number and color chip with an order. Items such as dining tables also can be sized to order, allowing customers to receive something that is suited to a specific room in their homes.

Officials note that the program is a way to help communicate its capabilities — including quick turnaround time on custom orders — as a domestic manufacturer.

"Since the pandemic hit, lead times on many categories of home furnishings, including furniture, have increased to 18 weeks or more due to long supply chains or a dependency on factories in Asia," said Dax Allen, vice president, marketing. "Sherrill Furniture's commitment to local manufacturing and American-made furniture enables us to deliver custom case goods to anywhere in the U.S. in just four to six weeks."

Added Patrick Foster, vice president, sales for Hickory White: "Customers need products quickly. With factories based in North Carolina, we have the ability to deliver qual-

ity, custom-made in the U.S. products quickly. This gives us a competitive advantage over our competitors that manufacture overseas."

The program is similar in nature to Sherrill Furniture's new Your Home, Your Office collection. As seen on www.yourhomeyouroffice.com, this showcases more than 100 domestically made home office pieces available through seven of the company's brands including Sherrill Furniture, Whittemore Sherrill, Hickory White, Mr. & Mrs. Howard, Precedent, Lillian August and CTH-Sherrill Occasional.

The program also helps consumers find new and creative ways to utilize different pieces in the home, including using a console behind a sofa as a desk.

"Only under the Sherrill Furniture family of brands can you find this vast and diverse offering for home office in one place," said Johnny Suddreth, vice president, sales at Sherrill Furniture. "Our product assortment covers both traditional and transitional pallets, and offers numerous customization capabilities, a combination that truly inspires and empowers one's creativity." **1**