

CONTENT STRATEGY FOLIO

BY ALYSSA HUANG

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MAISON*BALZAC

Work by Alyssa Hu

BLOG POST & INFOGRAPHIC

5 French-Chic Ideas for Decorating Every Room in the House

A slight styling effort can go a long way in making a house feel like a home. In fact, it can almost be seen as a chore to many. Here at Maison Balzac, we believe that it's a way of life that often goes unappreciated. After all, a home should be your place of rest and comfort - where we leave every morning and return every evening.

When it comes to French-inspired decor, comfort and sophistication are combined to create an ideal environment. It is elegant, exclusive, eccentric, and reflects the potential possibilities wrapped up inside one space. It can be overwhelming trying to find out what works well though, particularly for so many different areas in your home.

That's why we're here to help you. Come along as we show you some tips on how to decorate every part of your house into your dream Parisian place.

1. The Lounge Room

Want your guests to feel welcomed while impressing them at the same time? Show off statement pieces like the dramatic [Gaspard vase](#), inspired by the silent art of Jean-Gaspard Deburau, or the elliptical [Loulou vase](#). These interesting silhouettes are a surefire way to catch a guest's eyes when they first enter the room.

In addition, presenting snacks like fruits, nuts, or macarons in a delightful way on a [Volute platter](#) would be perfect for hosting lively game nights or engaging in meaningful evening chats.

Every corner of the lounge reveals a story that captivates your guests, providing a warm and alluring vibe to your home. Who could resist wanting to spend more time here?

2. The Office

Having a tidy workspace enhances your productivity, which is why we recommend having bright pastels around the room that elevates your environment. Textures and patterns that excite and re-energise you while you're seated at your desk all day long allow for innovative ideas to flow more naturally.

Our favourite thing to do is display flowers, which has been proven to [improve your mental wellbeing](#). You can place them in the [Pomponette vase](#) and add a sense of cheerfulness and eloquence to the rest of the room.

Most importantly, don't forget to stay hydrated! Drink water regularly by storing it in our [Coucou jug](#) and keep it on your desk during the day to increase your health and [maximise your performance](#).

3. The Dining Room

Cooked delicious food with no elegant dining pieces to complement them? Say no more, with charming [hand-crafted glass plates and bowls](#) that make each bite taste even more appetising than the next. Contrast those authentic French neutral tones in the room with vivid bursts of colour.

You can also enchant your family, friends, or partner throughout their meal with a candle-lit dinner, accompanied by our [non-scented candles](#) that melt over time. Capture the cosiness of a home-cooked meal with special ambient lighting.

And for those who like to drink alcoholic beverages, Maison Balzac has a wide range of [party glasses suitable for any occasion](#). Whether you want wine, champagne, or juice, indulge in your drinks and enjoy an extraordinary night poured from delicate drinking cups.

4. The Bathroom

At Maison Balzac, we understand the importance of unwinding after a long day.

Help yourself relax by setting up a bath and lighting up a scented candle. You can decide between being drifted away onto a warm summer beach with our [La Plage candle](#), or transport yourself into an invigorating citrus boulevard with the [Le Soleil candle](#). Be careful to not daydream too much, our fragrances have that particular effect in letting your imagination run wild!

You can also keep your vanity clean by organising your jewellery on a [scallop platter](#). Its playful structure mimics a shell with its classic French artisanal style, simultaneously featuring a minimalistic design.

5. The Bedroom

Last but not least, is somewhere you may call your paradise - the bedroom. You spend a lot of time here, so it should be expected that you want to create a tranquil space to rest.

Part of letting loose consists of the sensory experience that can help you destress. Recharge your mind overnight and prepare yourself for early mornings with our [range of scented water](#) or [essential oils](#). Studies have shown that it can [increase your overall mood](#) and help you feel at ease.

The Parisian aesthetic is effortlessly chic and loves to embrace art with their interior. To imitate this, you can blend the cultures of old traditions with modern objects by keeping the [J'ai Soif Carafe and tumbler](#) on your bedside table.

We hope that our tips have helped you in creating a space based on your purest imaginations. For more inspiration, keep your eyes peeled for more posts and follow us on our social media channels!

Show off flower vases with interesting silhouettes



The Dream French-Chic Room

Apply essential oils into a diffuser to help you relax



Place a delightful platter to hold snacks

Display playful bowls for a pop of colour




Keep a carafe to help you stay hydrated

MAISON*BALZAC

INSTAGRAM POST 1

Macro-influencer (Mockup 1)



taramilktea • Follow
Sydney, Australia

The most stunning French-inspired glassware up on our shelf 🌟 A beautiful home is a happy home, which is why I'm excited to announce that I am the latest brand ambassador for Maison Balzac!

Their pastel vases and glassware are the perfect ambience for a cosy and chic home, so I'm always sad to leave when I'm travelling. Coming back is always so peaceful when I'm greeted by a dreamy-reverie 🌿

#ad #taramilkteaathome

bgysytgymjo No young babies in this house hold 😂😂
94w Reply

ashley.gon_ 😍😍
95w Reply

kitkatnati ❤️
145w Reply

mommyormummy I love this, but can you share any practical tips on how you clean the dust off each item everyday? 😊 I'm struggling! 😊

Liked by I.anthea and others
AUGUST 15, 2022

Add a comment... Post

INSTAGRAM POST 2

Micro-influencer (Mockup 2)



The image shows a woman with long, wavy hair sitting at a wooden table in a bright room. She is wearing a pink long-sleeved top and light-colored pants, and is holding a glass of water. On the table in front of her are several decorative items: a purple vase with a single pink flower, a bowl of strawberries, a small white bowl, and a glass of water. In the background, there are white-framed glass doors. The overall aesthetic is clean, bright, and aesthetically pleasing.

thedarlingassembly · Follow
Paid partnership with **maisonbalzac**

thedarlingassembly Been absolutely loving the amount of colour I have on the desk right now. Haven't had the time to work recently thanks to the third little human popping out soon, but this hasn't stopped my creative juices from flowing - styling! This is why, you've guessed it, I am delighted to tell you guys that I am Maison Balzac's newest brand ambassador 🍷

Having been a fan of their products since they first launched, partnering with them is a dream come true. Being a full-time worker and a mother doesn't mean my safe haven is neglected, even if it gets messy sometimes 🤔🏠 Check out my blog for more ideas on how to arrange a variety of these beautiful pieces to spruce up your home!

For now, I'm waiting for mornings when the sun will come out again and have the light shine through (maybe when Melbourne decides to stop raining, grrr) . Hope you're all doing well x

#ad #maisonbalzac

Liked by **dendonati** and others
JUNE 3, 2022

Add a comment... Post

PRINT AD



A PINCH OF ELEGANCE.

MAISON*BALZAC

Work by AIJ

JUSTIFICATIONS

BLOG POST	
Problem to be solved	<p>Maison Balzac lacks brand awareness and struggles to gain recognition around their homeware items when compared to the success of their candles.</p> <p>They also need to improve their customer loyalty base by concentrating on forming consistent relationships with their audiences rather than to just leave it at a one-time transaction. Considering this context, the blog post fulfils the audience's sweet spots by providing them with information on how to decorate their homes as well.</p>
Target Audience	<p>The target audience consists of 25-50 year old Australian individuals with average to high income. They are looking for creative and stylish ways to brighten up their homes. Their interests cater around mixing sophisticated classics with modern trends to create a cohesive look.</p>
Key Benefit Claim (KBC)	<p>The blog post uses its content to generate an implicit KBC (Rossiter and Bellman 2005, 135): "A slight styling effort can go a long way in making a house feel like a home".</p> <p>It is subtly suggested that purchasing Maison Balzac's products can transform plain houses into lively homes with as little effort as possible. Considering the context, this is also the brand's value proposition because they promise that styling is just that easy. Having direct links to the product web pages from the article also provides convenience and seamless shopping experience for the audience.</p> <p>In addition, the infographic provides a narrative full of colourful imaging that has summarised the detailed information from the blog article. An individual's eyes are always immediately attracted to and can comprehend visual communications faster than written text (Lankow et. al 2012), which is why the infographic further reinforces the brand's value proposition in creating a dream home.</p>
Call to Action	<p>Audiences reading the blog can directly be led to Maison Balzac's products, under the impression that they are getting French-Chic inspiration in decorating the house. The CTA includes consistent hyperlinks that lead to the brand's website, and uses language like 'Come along as we show you some tips...', or 'For more inspiration, ...follow us...', that invites customers to join along for the journey.</p>

TWO INSTAGRAM POSTS	
Target audience and desired behaviour	<p>The audiences for @taramilktea are grouped around a younger demographic of independent individuals, aged 25-35. They most likely live alone, with a partner, or with roommates in studios or apartments in urban areas and enjoy minimalistic styles. The desired behaviour is for them to seek trendy and eye-catching inspirations from Maison Balzac’s Instagram. This can hopefully increase the interest for the brand.</p> <p>On the other hand, the target audience for @thedarlingassembly consist of more mature individuals, aged 35-50. This group has more time to find chic ways to decorate their homes. The desired behaviour is for them to read Erin’s post that motivates them to find detailed information on classic interior design from Maison Balzac’s blog post. This will eventually become a long-term customer relationship.</p>
Rationale for selecting brand ambassadors	<p>Macro-influencer: Tara Whiteman (@taramiktea; 1.3 million followers) Based in Sydney, Tara is a famous world travel blogger dedicated to posting about her daily lifestyle and adventures. Though she travels often, her simplistic yet deluxe studio apartment is frequently showcased whenever she is back home. As such, Tara’s account is perfect for those interested in utilising small spaces in a functional and elegant way. She always receives questions about the current decor in her studio, which is why she also features a small series under the hashtag, #taramilkteaathome that lets her followers easily find inspiration for decorating their own homes.</p> <p>Micro-influencer: Erin Donati (@thedarlingassembly; 35,000 followers) Erin is a creative director, as well as a wife and mother living in Melbourne. Her bright and pink-hued Instagram is established around her personal life as she often uploads photos of her children, graphic designs, and room styling ideas. What makes audiences most drawn to her is that she is very interactive and open with her followers: her vulnerability is important for forming connections with others online. She has also received plenty of engagement when partnering with fashion and homeware brands.</p>
Key Benefit Claim (KBC)	<p>“A beautiful home is a happy home”</p> <p>Tara’s post conveys the importance of a well-decorated home that can bring happiness. Her job as a travel blogger highlights the need to balance a glamorous lifestyle with resting in a cosy home at the end of the day. Her follower count can be intimidating, but her close interactions with audiences and</p>

	<p>credibility, point to her being trustworthy when she is collaborating with brands (Yesiloglu and Costello 2020).</p> <p>“Being a full-time worker and mother doesn’t mean my safe haven is neglected”</p> <p>Erin’s post emphasises her responsibilities as a working mother, and this can encourage her followers to not forget about the comfort and aesthetics of their own homes. It reassures them that even with busy lives, maintaining a beautiful space can still be prioritised. Her friendly conversations with her followers in her stories and comments, particularly as part of the motherhood community, additionally provides a sense of authenticity within this partnership.</p>
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PRINT AD	
Advertising type and problem to be solved	<p>This is a brand-building advert aimed to ‘define the value’ (Yohn 2014) that is being delivered to customers.</p> <p>Maison Balzac is a relatively new homeware brand that needs to make their presence more known in paid media to further differentiate themselves from their competitors.</p>
Target Audience and desired behaviour	<p>This print advertisement is promoted towards first-time buyers of Maison Balzac. Its simple yet effective visual appeal should be able to grab attention easily. Being displayed in a magazine will additionally gain more recognition as they are read by smaller and specific audiences (Rossiter and Bellman 2005).</p> <p>The aim is to engage the audience's curiosity with a bold and eye-catching picture that is able to lure audiences into what seems to be a unique concept. This will ensure that the brand is memorable and positions itself in potential customers’ minds.</p>
Key Benefit Claim	<p>The KBC is as shown in the headline: “A pinch of elegance”.</p> <p>It highlights Maison Balzac’s well known playfulness along with a slight touch of sophistication following the nature of the brand. The creative ideas connoted here connect with the overall message of maintaining a forever youthful and imaginative mindset.</p>
Conveyor	<p>The conveyor of the print ad is the picture paired with the headline. The playful pun of this language matches with the bizarreness of having a crab to promote a piece of tableware.</p> <p>As a result, the message of the KBC is communicated dramatically: the product is peculiar yet intriguing. Audiences therefore see the items from Maison Balzac as interesting and elegant homeware. This ad can also be classified as a low-involvement transformational approach (Percy 2018), since the conveyor is depicted with the intention of generating positive emotions from the customers.</p>

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