



### Market Context

Approximately 300,000 couples get married in the UK every year. The average cost of a wedding is £16,000, creating an annual market of up to £5 billion. In 1999 confetti recognised the potential of the internet to harness this lucrative market, by connecting local and national businesses to prospective customers.

confetti focuses on the 25-34 year age group, early adopters of the web, who have an obsessive appetite for knowledge that is not sated by conventional media. confetti offers a definitive information service that provides multifarious options and retail opportunities to customers at influential stages in their lives.

The internet has been crucial in establishing a cost effective service both for customers and media advertisers, by helping to build up brand

awareness, consumer intelligence and customer loyalty. The competitive advantage of the internet has proved invaluable in assisting confetti to create the largest database of future wedding dates in the UK, and in promoting brand expansion into new channels.

### Achievements

confetti is the leading UK web destination for weddings, with no direct competitor providing a similar service. 90% of all prospective brides use confetti for help with planning their wedding.

confetti receives up to half a million unique users monthly, compared to major wedding magazine circulations which average just 50,000 every two months. confetti has been profitable since 2004 and is now a leading publisher of wedding books – having published 19 to date. By concentrating on establishing a one-stop niche service, confetti has rapidly grown in stature to become one of the largest UK female websites, delivering 13 million page impressions each month. In August 1999, just six months after its launch, confetti won the coveted title of Design Business Association's (DBA) best corporate design. In October of the same year it won two Institute of Practitioners in Advertising (IPA) awards for press and radio advertising.

### Products and Services

confetti provides consumers with an efficient, user-friendly, one-stop information and retail service for planning weddings and other life-enhancing occasions. It uses multi-channel propositions to display retail opportunities and offer guidance and advice. confetti.co.uk has 12 online channels covering a variety of related subjects. These include: honeymoons, venues, fashion, as well as health and beauty. Its interactive nature allows members to share ideas and converse online, via topic specific message boards. As a leading supplier of over



2,000 branded products, confetti uses the authority of its advice and ideas to drive sales.

confetti members can use the online catalogues and interactive website for all aspects of planning, accessing information and shopping. Each member is allotted their own file, where

personal details and profiles are stored and can be edited accordingly. This can be transferred onto web pages, that enable customers to establish a personalised website where photographs, plans and other distinctive features can be posted.

confetti also provides advertisers with a cost effective way of reaching a target audience. It has become integral to the media schedule of over 800 national and local advertisers, who not only benefit from the half a million monthly unique users, but also from the 150,000 emails sent out each week to new members.

### Personality and Goals

confetti is the market leader in offering advice, information and retail opportunities for commemorative events. confetti's brand values are based on positive and celebratory attributes – in keeping with its product. It is modern and fashionable but not frivolous, as illustrated by its accessible, friendly and functional website. confetti plans to use mobile technology and digital television to enhance and expand the range of services offered.

[www.confetti.co.uk](http://www.confetti.co.uk)



### THINGS YOU DIDN'T KNOW...

- confetti is addictive. Members have set up a self-help group, 'confetti anonymous', to help combat their addiction. Some users are so obsessed with planning their wedding that they log on every 30 seconds.
- Graham Norton provided the voiceover for confetti's radio commercial, which won a prestigious IPA award.
- 38% of all confetti's website visitors are men, although women spend longer browsing and view more pages.
- confetti, the movie, hits the big screen in 2006. It will be a comedy-cum-documentary based around a fictional competition that follows couples plotting the definitive wedding.

### HISTORY

**1999** – confetti.co.uk is founded by David Lethbridge and Andrew Doe and launches in early February – in time for Valentines Day.

**2000** – confetti.co.uk acquires its two nearest competitors, weddingguideuk.com and webwedding.co.uk.

**2000** – First confetti book is published offering a range of retail information and opportunities.

**2001** – The first confetti catalogues are introduced online.

**2002** – confetti expands its business to open its first retail outlet in London, selling a range of products and hosting special events.

**2003** – confetti ventures into the North of England to open a shop in Leeds.

**2005** – Two further stores are launched in Birmingham and Glasgow.