BRINGING THE HOUSEWARES STORY TO CONSUMERS

Jane Clauss
Media Spokesperson

International Housewares Association
The Inspired Home Show

MEET JANE

Media Spokesperson
Emmy Award-Winning Host
Trend Expert
Domestic Diva

Creative LIVING
with Jane Clauss

JaneClauss.com

The Inspired Home Show Makes Headlines
International Housewares Association
Where Home
+ Housewares
Make Headlines
Watch on YouTube

2026 MEDIA BY THE NUMBERS

THE INSPIRED HOME SHOW® | IHA's GLOBAL HOME + HOUSEWARES MARKET

- 200 print, broadcast, digital, and social media pros covered the show resulted in:
  - 620 earned (free) mentions
  - 645 million impressions
- Media Center Broadcast Studio hosted a virtual media tour:
  - 21 TV and radio segments
- Other Content included:
  - 24 live-to-tape exhibitor interviews
  - 6 social media trend videos
  - 2 live in-studio TV segments
- Year-Round Consumer Media Outreach:
  - 12 TV and radio segment in a fall-themed Virtual Media Tour
  - Holiday Entertaining Media Tour scheduled for November.

LIVE BETTER *Creatively*

Housewares embody the “Live Better Creatively” philosophy.

You find ways to make everyday life easier, more efficient, more personal, and more enjoyable...we help tell the story.

WHY MEDIA MATTERS.

- Get in Front of a Mass Audience
- Provide the Big-Picture Story
- Connect Trends to Consumer Needs
- Demonstrate Real Problem Solving
- Create Unbiased Credibility
- Build the Modern AI Trust Factor

Media gives consumers a new way to discover your brand from a trusted voice.

2027
CONSUMER TRENDS
Emotions shaping consumer behavior

Strategic Joy - People will use joy as a compass to steer away from stress and create a more inspiring and affirming world.

Witherwill - “the longing to be free from responsibility” People will start to focus on breaking away from unhelpful habits to help people achieve a return on their energy.

Suspicious Optimism - AI and technology is still important but consumers are more thoughtful on how those tools enter their lives.

ONE APPEARANCE, MANY ASSETS.

- Include on company website or product page.
- Edit into short, bite-sized videos for social platforms.
- Pull a memorable quote or the host’s live reaction.
- Use segment audio clips behind your product photography and digital graphics.
- Share the coverage with retailers, sales reps, buyers and distributors.
- Promote your product as “Seen on TV” to build long-term, trustworthy assets.

Start building a library of content.

THE VALUE OF A MEDIA MOMENT.

- A one-time segment becomes evergreen content.
- Product demonstrations, talking points, and host feedback remain valuable long after the original airdate.
- One media moment creates a 360-degree collection of consumer touchpoints.
- The media placement is the beginning of the opportunity, not the end.

SHARE YOUR PRODUCTS WITH US!

As you share new products with us, think about the larger consumer stories they may support.

The more we know about your products, the more opportunities we have to connect them to consumer trends, media pitches and stories taking shape throughout the year.

Thank you!