



Retail Case Study

One of the world's largest retailers

Topline

An incentive offer to increase the awareness of two new store openings and drive sales at the new locations turned into an ongoing program to support more than 700 new store openings a year. Last year, Visant Marketing Services sent offers to more than 25 million consumers to promote new store openings.

Campaign Yields Higher Response Rates and Basket Size

- 40% of consumers responded immediately to the offer and provided valuable insights into their shopping preferences
- 80% of those respondents shopped during the first two weeks of the campaign window
- Consumers who shopped spent 41% more compared to consumers who received traditional promotions for store openings

Business Challenge

Visant Marketing Services was engaged by the retailer to increase the visibility and sales of new store openings. The retailer had been using traditional direct mail and other announcements, and was looking for a greater return on its investment.

Solution

Visant Marketing Services helped develop the strategy and executed the implementation to achieve the retailer's objective. Visant Marketing Services created a \$5 shopping card incentive offer that was delivered to specific neighborhoods with targeted attributes in the new store trading area. Visant Marketing Services used neighborhood maps and other geo-targeting tools to identify the optimal target audience.

Visant Marketing Services then mailed the offer to local consumers. The fully branded mailer included an intelligent shopping card that carried the \$5 offer. Consumers activated the value in card by phoning into a voice-activated response system. After consumers provided the unique code on the reward card, the registration process was completed. The offer could not be used until consumers took this action.



Visant Marketing Services managed the entire campaign implementation, which included production and distribution of the mailer, campaign tracking and campaign analysis. The activation and redemption data gathered in the campaign enabled the retailer to accurately capture the identity of the consumer, average order size, and other key pieces of information.

Key Takeaways

The program yielded a significant number of benefits.

- The retailer concluded that the program was so effective that it should be a permanent part of its marketing program for new store openings.
- Consumer uptake was strong because the program offered immediate redemption. With the offer in their hands, consumers could immediately go to the new store location and use it. That proved very effective in generating interest and sales.
- The response rates and increase in order sizes from the program were among the highest the retailer ever experienced from a new store opening. The typical coupon response rates are 3% to 5%.
- The speed-to-market in developing the campaigns was recognized as a key benefit. The campaign, including the technology, took just a month to produce from inception to the time consumers received the offer at home. Similar promotional campaigns can take many months and lack the ability to track and measure performance.
- The program's tracking and reporting capabilities created an opportunity to collect demographic information and use that information to create more targeted offers, increase frequency and motivate customers to shop in different departments.