

# PENRITH HOMEMAKER CENTRE

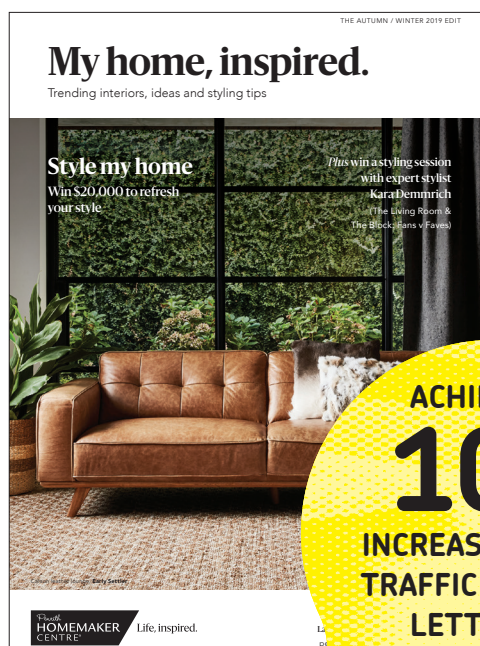
CASE STUDY

CATALOGUES

Penrith Homemaker Centre is a premier one-stop retail experience for home and lifestyle – the second largest in Australia – and draws a high proportion of shoppers from across Sydney. With the objective of increasing footfall and boosting its database, the brand chose direct mail to deliver immediate engagement and extensive reach.

## OBJECTIVE

To broaden its reputation as the place to go for furniture and homewares, Penrith Homemaker Centre wanted to incentivise shoppers to get them in-store and strengthen its database. Gathering customer data for future campaigns and growing the existing database would give the Centre the opportunity to increase engagement with an improved brand experience.



ACHIEVED A  
**10%**  
INCREASE IN FOOT  
TRAFFIC THROUGH  
LETTERBOX  
MARKETING

## METHOD

Titled, 'My Home, Inspired', a seasonal look-book was created to appeal to a broad range of shoppers, leveraging a growing customer demand for Centres to sell more than products. The look-book featured styling tips, a DIY guide for an outdoor BBQ area, and a broad product range at varying price points to cater for all budgets and styles.

A shop-to-win competition also encouraged spends of over \$100, giving shoppers the chance to win a \$20,000 in-store shopping experience as well as a styling session with social media influencer and The Block TV personality, Kara Demmrich.

## RESULTS

The look-book was delivered to 100,000 households with social media engagement supported by Kara Demmrich's own social posts reaching 227,000 people in total. Overall, the campaign resulted in a 10% increase in foot traffic during the campaign and a significant boost in database figures, which strengthened the Centre's position for future campaign engagement.

## CONCLUSION

The 'My Home, Inspired' publication appealed to a wide variety of existing and potential customers in the primary catchment area of Penrith, as well as secondary and tertiary trade areas up to 40km away from the Centre. By using direct mail, the Penrith Homemaker Centre managed to build brand awareness within a large audience while offering inspiration and a tempting competition – all in the shape of a letterbox mailer. The results not only back up the quality of the campaign but the power of direct mail to generate attention and action.