

# BIG W – SPRING CATALOGUE (GET SUMMER READY)

The national chain of discount department stores is a big fan of print marketing, and a newspaper insert was sent to over 1.8m consumers across Australia. Distributed at the start of the Summer holidays, it aimed to tempt them into their nearest store to take advantage of the outdoor and camping equipment bargains on offer.

## OBJECTIVE

With a target audience of new and young Mums and Dads aged between 25-55, the Big W Spring Catalogue needed to continue the brand's journey in changing customer perceptions to become the best destination for a comprehensive range of affordable, inspirational and good quality on-trend home and outdoor products.

## METHOD

Since many Big W customers were not aware that the store carried a large range of good quality, low priced outdoor and camping equipment, the catalogue needed to demonstrate that Big W is a destination for everything you need for a great summer. Families expect low and competitive prices on a variety of outdoor essentials, but are also looking for inspiration with quality and on-trend items to create great family experiences over the summer holidays.

## RESULTS

The catalogue was a sales success, showing a combined sales uplift across the Camping and Outdoor Goods categories of 2.5% on the previous year, despite tough market conditions. There was also a considerable spike in online sales, as well as share of voice across all media streams over the period of the campaign.

New and existing customers also continued to notice Big W's transformational journey towards becoming a genuine contender with Kmart and Target in terms of value, range and convenience. It also attracted praise from customers on social media, with comments such as: "Big W have really lifted their game," and "Can't wait for these new products to hit my local!"

## CONCLUSION

The Get Summer Ready catalogue showcased the depth and quality of Big W's fresh, new product ranges, featuring inspirational and on-trend styling whilst remaining accessible to their price-conscious customer. It enticed new and existing customers into stores with strong offers and increased value perception, and continued the momentum of positive customer reviews towards the brand's revitalised product offerings and in-store experiences.

