



# Beacon Lighting: Mid-Year Makeover Catalogue

**Beacon Lighting** considers itself Australia's leading light retailer. Beacon use catalogues as one of its primary marketing tools for the launch of its new seasonal collections, to highlight trends and provide inspiration to consumers. The Mid Year Makeover catalogue was produced to released Beacon's new mid-year collection and appeal to a target audience of 30-65-year-olds.

## Objective

This letter box campaign was designed to release their new mid-year collection, highlighting the breadth of their range with hopes of inspiring their customers to purchase and maintain consistency between Beacons' other customer touch points- TV, social media, website, and POS. >>



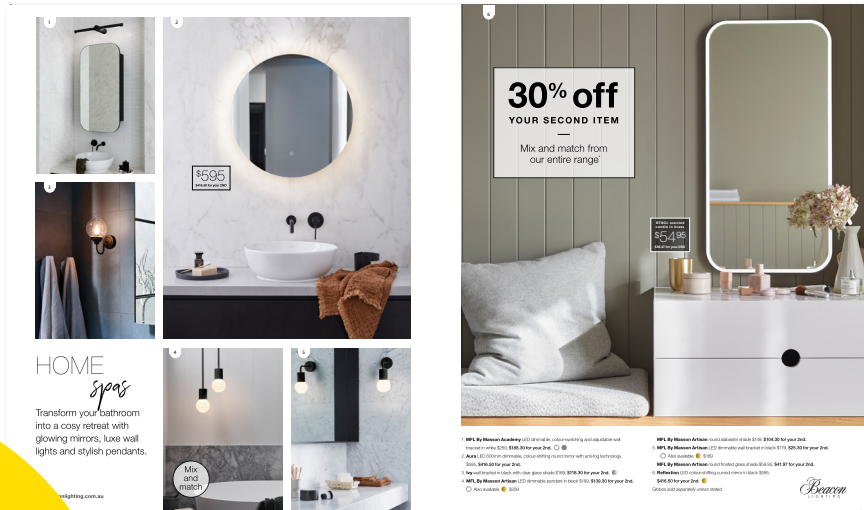
Wall lights saw a  
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## Method

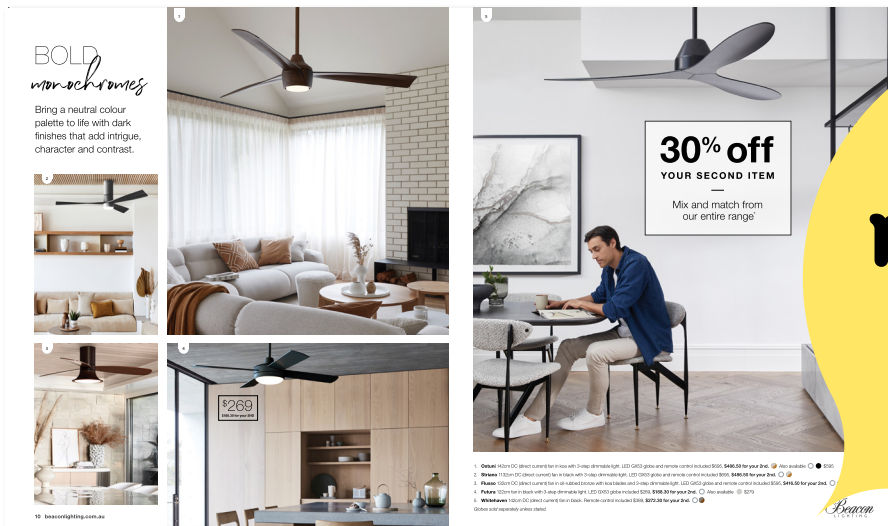
Beacon inspired customers through the use of beautiful imagery and styling, while also incorporating educational material on the latest technology and home improvement products. The letterbox campaign was designed for aesthetic and content consistency across all other channels.



Bathroom products saw a **7.2% profit increase**

## Results

The mid-year catalogue and the support of all of the other campaign channels led to a great outcome for Beacon. Their strongest performing category during the campaign was wall lights which led to a 13% profit increase from the prior year, and bathroom with a 7.2% profit increase from the prior year. The most successful page that generated the most sales dollars was ceiling fans, making up 17% of the catalogues overall sales. ●



Sales of featured ceiling fans made up **17%** of the catalogues overall sales