



Beacon Lighting: Summer 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, highlighting trends and providing inspiration to consumers. Beacon's Summer Catalogue was released to be a one-stop location for consumers to view its new collection.

Objective

The catalogue was designed to build brand awareness and drive sales. It aimed to appeal to Beacon's target audience of 30-65-year-old females who are homeowners, renovators, and home builders looking for inspiration for their projects.

Method

The digital summer catalogue showcased Beacon's new products and trends. It was interactive, including video content that had close-ups of products and shoppable links to create an easy experience for the consumer. Beacon Lighting also applied an integrated communications approach, using its TV, POS, EDM, Website and Social Media channels to amplify its message and reinforce branding messaging. These channels all took stylistic inspiration from the catalogue ensuring a cohesive aesthetic.

Results

The Summer Catalogue campaign resulted in a 52.6% increase in sales dollars and a 47.1% increase in profit dollars from the prior year. ●

