



Beacon Lighting: Winter 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.

Objective:

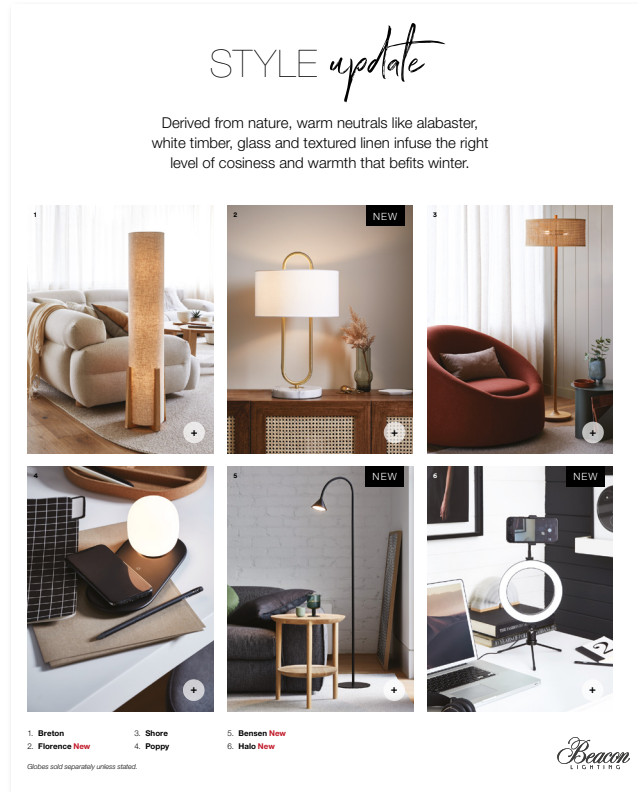
The winter season is the perfect time for homeowners and renovators to update their interiors and lighting. Beacon aimed to capitalize on this opportunity with its Lighting Winter Catalogue, marking the release of a new winter collection of interior and lighting products. The campaign aimed to inform customers of the latest interior and lighting trends and reach relevant households and customers based on geographic location to Beacon stores, making it easy for customers to find the perfect lighting solution for their home and drive sales. >>



The wall light category saw an impressive **35.9%** sales increase from prior year



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A targeted distribution strategy increased sales results.

Method:

Beacon produced and distributed 1.5 million copies of the catalogue via letterbox in metro and country/regional areas, targeting homeowners and renovators between 30-65 with a slight female skew. The catalogue featured beautiful images shot at inspiring locations and highlighted classic, statement, natural and minimalist pieces to appeal to a wide range of customers. Additionally, the campaign utilized digital and TV platforms for integrated communications, making it easy for customers to find inspiration and make their purchase decisions.

Results:

The campaign was a shining success, with the catalogues an effective marketing tool for customers who came into stores with catalogues in hand and specifically mentioned products from the catalogues when making their purchase decisions. The distribution strategy helped reach the right customers and keep them informed and aware of the campaign. During the campaign, the wall light category saw an impressive 35.9% increase in sales compared to the previous year. ●