

Bunnings: Father Day

Catalogues have been an essential part of all of **Bunnings** marketing campaigns since it first opened in 1994. Bunnings have a very loyal audience and customer base, and the company uses catalogues to reach their customers and inspire them to take on new DIY projects. The Father's Day catalogue was released to drive sales during the holiday.

Objective:

The main objective was to drive sales across key gifting lines during the Father's Day campaign period, increase store traffic, and create a lift in in-store traffic that exceeded the previous year's Father's Day Campaign.

Method:

The team created a visually pleasing catalogue with an increase in inspirational photography throughout to draw customers' attention to the products and prices. It was distributed through letterboxes in metro and regional areas.

Results:

The catalogue drove sales for products and gift cards, as customers were drawn to the visual imagery of the products and prices. The categories that recorded the greatest growth were: Building and plumbing - up 25%, Gardening - up 27%, Tools - up 45%, and Garden Maintenance - up 70%. The campaign performed better compared to the previous year, and Bunnings' reputation as a trusted brand with the widest range, lowest prices, and best experience was reinforced ●



Garden maintenance saw an impressive growth of **70%**

