



# Ferguson Plarre Bakehouse: Christmas

**Ferguson Plarre Bakehouses** have a long-standing reputation for their production of baked goods. During the holiday season, the bakehouse sells a range of Christmas goods- puddings, cakes, pavlovas, gingerbread houses and more. To promote their range and position themselves as the go-to place for Christmas goods, Ferguson Plarre launched a direct mail campaign in the holiday season.

The average weekly spend during the campaign rose to a **43% increase** from the year prior



## Objective:

The 'Christmas at Ferguson Plarre' catalogue and campaign was developed to drive sales growth and attract new customers, while also engaging and interesting their existing ones. The team wanted to highlight the websites click and collect function, and draw attention to the gifting options gift cards, bakery tins, etc-, to present Ferguson Plarre as an easy and enjoyable place to shop for the holidays.

## Method:

The catalogue highlighted the range with rich and vibrant photography to make the desserts look like a delicious but also aesthetic addition to the Christmas table. The 263,000 copies of the publication were distributed via a letterbox drop targeting a 5km radius around each of the 85 stores in Victoria.

## Results:

The thirteen week campaign was a success in positioning Ferguson Plarre as a destination for high-quality, and delicious Christmas goods, with an overall 43.4% increase in retail sales. The campaign led to an increase in more than \$380,000 profit from the previous year, and the average weekly spend during the campaign increased to \$100,770, a 43% year on year increase. ●

