

Mitre 10: Gear Up for Christmas

Mitre 10, is a leading home improvement and hardware chain that strives to give customers the best brands at great prices. Mitre 10 collaborated with IHG studio to produce a festive catalogue that would appeal to everyday Australians looking to fix or refurbish parts of their house or buy for their friends and family, and drive sales.

Objective:

The main objective of the catalogue was to showcase Mitre 10's latest offerings and position them as desirable items that customers would want to purchase across various age groups, genders, and backgrounds, the team aimed to diversify sales and meet targets across different departments and categories. >>

The catalogue assisted Mitre 10 in driving sales across increased product categories

GEAR UP FOR CHRISTMAS

Webster Family Q3100

- ▶ 140W x 74D x 109Hcm.
- ▶ Titanium or Black coloured lid.
- ▶ Cast iron split grill.
- ▶ Cast aluminium body.
- ▶ 2 swing out work surfaces.
- ▶ Push button Piezo ignition.
- ▶ Removable drip tray.
- ▶ Includes patio cart with tool holders.
- ▶ **Webster Q3100 Full Length Cover \$699.99**

Office Furniture Range

- ▶ 2 Drawer Desk, 100W x 55D x 75Hcm
- ▶ Mesh Back Chair

Merino Double Roll Toilet Paper Bulk 48Pk

Includes 8 x 6 packs. Extra large 400 sheets per roll. Equates to 106 regular rolls.

EMAX 2.5HP Direct Drive Air Compressor

40L tank, 135L/min Free air delivery, 150mm wheels. Adjustable air regulator. EMX2550P.

Masport 139cc Boxer Lawn Mower

OHV engine with auto choke, 460mm steel chassis, 2 cut blade system. Upright handle. Solid plastic catcher. 565813.

VIEW THE RANGE ONLINE www.mitre10.com.au **CLICK 'N' COLLECT**

zip afterpay

MIGHTY HELPFUL MITRE 10

Available from Wednesday 11th November to Sunday 6th December 2020.



Mitre 10: Gear Up for Christmas

Gifts for the Kids

Kids Village Playhouse
\$199

Kids Green Poly Tray Wheelbarrow
\$25

Kids Plastic Folding Slide
\$39

Remote Control Speedboat
\$79

Stanley Jr. 3Pce Classic Tool Set & Wood Kit
\$39

Stanley Jr. 3Pce Tool Set & Dump Tray Kit
\$39

Built Big Kids 12Pce Tool Kit
\$29

Remote Control Car with Camera & VR Goggles
\$79 EA

Stocking Stuffers

Quell Personal Alarm with LED Warning Light
\$7

Tradeo 2Pce Beer Bottle Body Wash
\$10

Tradeo 4Pce Ultimate Home Tools
\$25

Rockwell 3.5V Screwdriver Torch Set
\$29

Armor All Essentials 5Pce Cleaning Kit
\$25

Home & Garden

Book Safe
\$15

Line 3W LED Torch
\$20

Retro Kitchen Appliances
\$32 EA

Electric Pizza Oven
\$99

Portable Bluetooth Speaker
\$59

Early Security Wireless 2K Video Doorbell with Homebase
\$329

Early Cam 2C Camera, Homebase & Entry Sensor Bundle
\$599

Scout Pot on Wood Base
\$19

Luxo Bowl Planter on Legs
\$59

GreenLeaf Slimline Garden Bed
\$49

Compost Garden, Compost & Wormfarm All-in-One
\$119 EA

GreenLeaf Canvas Recycling Pot
\$15

Cyclone Bypass Pruner & Floral Snip Set
\$19

ROK 7.2V Hedge Trimmer & Shaver Kit
\$49

Bosch 3.6V Power Assisted Secateurs
\$129

Bosch 12V Hedge Blade Saw
\$179

VIEW THE RANGE ONLINE

WE'RE PRACTISING SAFE SOCIAL DISTANCING AND WE HAVE SAFE OPTIONS TO HELP YOU GET THE THINGS YOU NEED

CLICK 'N' COLLECT

LOCAL DELIVERY

'Mighty Helpful' content presentment communicating customer intent.

Method:
The catalogue was produced by The IGH Studio Team, and distributed by IVE through metro and regional letterbox targeting. The catalogue was designed for customer behaviour such as catalogue skimming, and used strategies such as product focus, product grouping, and storytelling to draw attention. To achieve the goal of transforming their products from things customers 'need' to things customers 'want', they used strategic marketing and layout. For example, while tools are usually an item of need, on page 4 of the catalogue, they are presented as a lovely gift idea for someone who is DIY minded.

Results:
The catalogue helped drive sales across different categories and departments and was in line with Mitre 10's core brand messaging of being 'Mighty Helpful' and offering expert advice.

