



Osmen: Spring Sale

Osmen is an outdoor furniture retailer that prides itself on providing high-quality products. Prior to Spring, Osmen released a catalogue letterbox campaign to showcase their new collections and inspire path to purchase.

In-store foot traffic increased as a result of this campaign

Website and phone orders increased



Objective:

The objective of the catalogue was to drive sales and bring in brand awareness that was reduced by COVID-19 lockdowns due to store closures. The goal was to drive sales online and over the phone, to make up for lost revenue from in-store traffic.

Method:

30,000 catalogues were distributed via letterbox.

Results:

Website and phone orders increased after this catalogue campaign. Once stores opened up Osmen also saw an uplift in foot traffic. ●

