



# Osmen: Summer Sale

**Osmen** is an outdoor furniture retailer that prides itself on providing high quality products. Following a successful spring sale that Osmen attributed to a prior catalogue campaign, the brand decided to launch another catalogue during Summer to maximise the opportunity of the most popular time for outdoor furniture sales.

The catalogue led to increases in website traffic and in-store foot traffic



**Objective:**

Osmen aimed to increase their sales through the production and distribution of the catalogue and increase reach and engagement of their promotional Summer sale.

**Method:**

30,000 catalogues were distributed via letterbox.

**Results:**

The website experienced increased traffic after the letterbox drop, and foot traffic in-store also increased. ●

