R.M Williams: Seasonal Catalogue

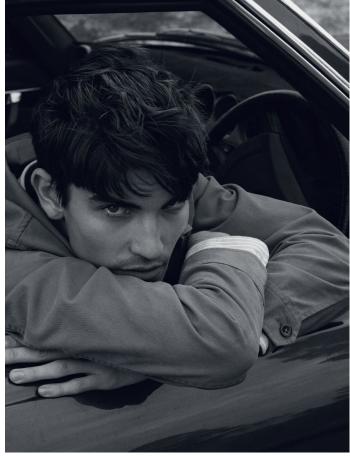
R.M Williams is an Australian heritage brand, famous for its high-quality footwear and clothing. In 2022, the brand launched a multi-channel campaign to draw attention to their new seasonal styles.

Objective:

The objective was to introduce customers to R.M Williams's new seasonal styles, focusing on the women's collection. It also aimed to promote denim and footwear, in particular R.M Williams's country boots which are a signature of the brand.

> The campaign achieved improved sell-through of the Spring and summer range

M. WILLIAMS EST. 1932, AUSTRALIA



SEASONAL 2022

R.M Williams: Seasonal Catalogue

12,500 catalogues distributed instore supported Outdoor, Film and TVC.





Method:

12,500 catalogues printed on an offset cover and gloss text stock were distributed across R.M Williams stockists. The catalogues were supported by film and digital content, which included a Television ad which was artistic in nature, capturing a nostalgic trip in the countryside and beachy settings. Additionally, R.M Williams purchased an advertisement space in Times Square, one of the most popular tourist destinations in the world with more than 50 million visitors a year, to expand their reach and support their US Stockists.

Results:

The catalogue and its accompanying film and digital content extended R.M William's reach and supported stockists across Australia, in addition to Europe and the US. It achieved sell-through of the Spring and Summer range. •









