

# Romeo's Foodland: Happy Chinese New Year

**Romeo's Retail Group** is a proudly South Australian owned and operated food company, who own supermarkets in South Australia and New South Wales. Partnering with the creative agency, Martin Plunkett Communications, Romeo's produced more than 370,000 catalogues to celebrate the Chinese New Year and take advantage of the holiday's sales potential.

**Objective:**

The objective of this catalogue was to showcase the range of Asian products sold in Romeo's Foodland stores, in order to attract customers and drive sales. >>

Catalogue led to a **16.8% sales** increase from prior year

**ROMEO'S FOODLAND**

**\$12** each  
5kg Sunrice Jasmine Rice  
24c per 100g

**\$65** kilo  
Fresh 2021 Catch South Australian Cooked Crayfish  
\$65.00 per kilo

**\$15.99** kilo  
Fresh Australian Whole Pork Fillets  
\$15.99 per kilo

**\$160** bunch  
Fresh Australian Bok Choy Choy Sum or Chinese Broccoli  
\$1.60 per bunch

**新年快乐**  
**HAPPY CHINESE NEW YEAR**

- Aldgate • Athelstone • Croydon • Daw Park • Erindale • Fairview Park
- Glenelg South • Greenwith • Kilkenny • Lockleys • Magill • Marion • Mawson Lakes
- McLaren Vale • Mitcham • Normanville • North Adelaide • Old Reynella
- Port Adelaide • Rosewater • Rostrevor • Rundle Mall • Salisbury East • Stirling

Specials available Wednesday 10th February until Tuesday 16th February 2021 or while stocks last. Product pictures for illustration purposes only.

[www.romeosretailgroup.com.au](http://www.romeosretailgroup.com.au)





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Catalogue design reflected seasonal ad campaign objectives to increase engagement.

**Method:**

The catalogue was designed with a distinct, dark red cover in order to stand out amongst other catalogues distributed by letterbox that week. The catalogue was designed in a way to inspire families to cook a new Asian dish as a way to celebrate the Chinese New Year Holiday.

**Results:**

This catalogue was Romeo Foodland's most successful distribution for the Chinese New Year period to date, resulting in a 16.8% sales increase from the prior year's campaign. The team in part attribute this success to the design of the catalogue. ●

