

Romeo's Foodland: Happy Christmas

Romeo's Retail Group is a proudly South Australian owned and operated food company, who own a multitude of supermarkets in South Australia and New South Wales. Partnering with the creative agency, Martin Plunkett Communications, Romeo's produced more than 370,000 catalogues for the Christmas period, presenting themselves as the ideal supermarket to shop for Christmas needs.

The biggest catalogue sale in the businesses history



Objective:

The goal of the catalogue was to appeal to all demographics, who shop for the Christmas Day feast, and to entice customers to cater their menu to the products and offerings of Romeo's.

Method:

Romeos showcased their stores selection of fresh seafoods, meat, fruit and vegetables, and selection of cheeses sourced from around the world. Romeo's chose to emphasize the local nature of their products on the catalogue, enticing customers through the thought of supporting their local community, growers, and fisherman.

Results:

This campaign led to unprecedented sales for Romeo, resulting in the biggest Christmas catalogue sale in the 34 years of the company's business. ●