



# Freedom Furniture: Lifewares

**Freedom Furniture** is a major furniture and homewares retail chain, spanning 58 stores across Australia and New Zealand. With the help of creative agency The General Store, Freedom published and distributed 100,000 copies of a catalogue through direct mail, as part of a multi-faceted, integrated campaign to celebrate their Autumn Winter Homewares Collection.

## Objective:

Freedom and The General Store wanted to execute a brand defining campaign, which would deliver a commercial return and sales increase. Through using Freedom's customer database, the team worked to target and resonate with the target audience of 30-39-year-old females, while simultaneously appealing to a mass market audience, shifting brand perception and awareness. >>



The campaign led to an impressive

**4.5%**

increase in ROI.



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The direct mail booklet is attributed to more than **\$550,000** worth in sales.

**Method:**

Using Australia Post, Freedom used a targeted distribution to deliver the catalogue to carefully selected segments of their loyalty program MyFreedom database. Customers received a 20% off all homewares storewide offer alongside the catalogue. In addition to the physical catalogue, Freedom published a digital campaign for online channels, utilised social channels and eDM's, and outdoor advertising on more than 850 billboards over a two-week period, to maximise return and engagement. Freedom uses the concept of 'Lifewares' to present Homewares as objects with stories to tell, more than items in a room but containing deeper meaning about the people who own them, in turn inspiring and engaging customers on a deeper level and driving sales.

**Results:**

The campaign delivered a total of 5,178 unique customers, with 1,307 attributed to the direct mail component. \$555,675 worth of sales was attributed to customers who received the physical direct mail book. The average transaction for this campaign was \$505.26 across all channels, with the transaction for those receiving the physical catalogue \$750.29 higher than those who received the email version, proving the power of print. The ROI for the whole campaign was an impressive 4.5x. ●

