



Peter Sheppard: The Collection

Peter Sheppard is a company committed to 'luxurious and stylish' European footwear. The brand launched a high-quality catalogue containing glossy paper and beautiful imagery, to provide a preview of its footwear range.

Objective:

The catalogue was produced to provide a glimpse into the footwear styles of the season. It was also designed to be 'coffee table suitable', an item that women would be proud to display in their lounge rooms, therefore keeping Peter Sheppard's brand in the conversation for a longer stretch of time. >>

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400

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4,500 online transactions can be attributed to this catalogue, as well as an online customer return rate of almost 50%



Method:

Peter Sheppard distributed the catalogue to every woman who had consented to receive marketing materials and made a purchase at the store in the last five years, targeting women aged 40–60 years old. This resulted in a significant distribution of 92,000 units.

Results:

Peter Sheppard has managed to attain an average of 400 new customers online each month and has seen a steady increase in returning customers in recent seasons, which they attribute to the quality and effectiveness of the letterbox catalogue. This catalogue saw a customer return rate of almost 50% online, and is responsible for 4,500 online transactions as a direct result. ●

