

DAN MURPHY'S

Dan Murphy's is a brand offering consumers value, range and reliability. With Dan Murphy's you can expect best prices, most expansive range and the stability of a large brand that customers can rely upon.



To communicate their brand position, they use all channels to reach and educate customers on the brand, store and product experience.

Buyer's and Discovery Guides are two portals that offer customers information, distributed through direct mail to loyalty program customers and in-store.

OBJECTIVE

Buyer's Guides are designed to help customers explore new and unknown products, learn about new trends and understand Dan Murphy's biggest and best range.

Complementing the Buyer's Guides are the Discovery Guides which are designed to deep dive into a specific category, arming loyal customers with the tools to shop with confidence. The Discovery Guides were developed by Dan Murphy's to ensure their customers always had the best information to make informed choices on drink selection.



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METHOD

The Buyer's Guide is a magazine style publication with editorial comment to give loyal customers ideas to pair liquor products with food and activities, such as convenient beach-friendly pack sizes for Summer, or wine pairing with certain proteins.

Value and sales offers are communicated throughout, providing the customer information about which options will suit their budget. 350,000 Dan Murphy's members were carefully selected to receive the Buyer's Guide with tremendous readership results.

The Discovery Guides are richer in content, with a more educational approach. 'How to' steps when making the best cocktail or regional exploration for the best champagne trends of the upcoming year. This content brings a sense of sophistication to the Discovery Guides that deepens the brand presence of Dan Murphy's as it moves into a 'trusted advisor' communication space to the 30,000 carefully segmented Dan Murphy's members.

RESULTS

From the Buyer's Guide Christmas campaign, Dan Murphy's achieved a positive sales growth across the four weeks of the campaign period.

The Discovery Guide provided members relevant, current and informative content with a comprehensive rich guide to build knowledge and confidence in the Dan Murphy's brand being considered a 'trusted advisor'.

Research following the campaigns realised an improvement in customer perceptions of range, including the belief that Dan Murphy's offers 'new and exciting' products that customers are looking for.

CONCLUSION

Dan Murphy's has a large customer reach in a highly competitive liquor market. The Buyers and Discovery Guides demonstrated bravery from the Dan Murphy's team to explore other brand values, not simply best price and range positioning.

The development of a more sophisticated brand conversation, which in turn builds trust is a powerful engagement strategy. Using print, the most trusted media, to achieve this is part of the genius behind this positioning.

30,000

**CUSTOMERS SELECTED
TO RECEIVE THE
BUYERS GUIDE**



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