

DAVID JONES

CASE STUDY

DIRECT MAIL

David Jones is an iconic and revered brand across the Australian market looking for luxury department store products and service. The audience for the David Jones 'Christmas Book' is men and women aged between 25-45 in a higher socio-economic quintile.

This consumer group is confidently stylish and comes from a high-income household. They love the festive season and a Christmas book is an aspirational catalogue which gives customers a slice of the possibilities of a 'David Jones Christmas'.

OBJECTIVE

The objective of this festive season campaign was to create a Christmas shopping brochure that generated sales while showcasing the 'Giftability' of Nutrimetics to a broad female audience. Previous Christmas brochure campaigns set the benchmark, however the team wanted to establish a stronger sales target for YOY increase not only seasonal. A 1% increase of YOY overall sales was set.





METHOD

The publication was creatively developed to showcase luxury with high-end brands styled with a bold colour palette complementing the gold luxe, satin ribboning throughout and a gold foil cover.

Mailed directly to 177,000 of David Jones, highest spending David Jones Card-holders, this was a targeted campaign positioning premium brands and quality.

The creative presence was carried through all David Jones Christmas publications with 'Gifts and Gadgets' and a broader 'Now it feels like Christmas' catalogue reinforcing the brand positioning and campaign objective of creating David Jones as the destination for a beautiful Christmas. The campaign line – *One name: endless possibilities*, reinforced this.

RESULTS

Strong brand positioning and equity build not only with the direct mail premium publication, but also the expansion across all publications during the campaign period was achieved.

The positioning of David Jones being the destination of endless and beautiful Christmas possibilities was well developed and communicated.

The premium Christmas Book mailing further proved its effectiveness with a sales uplift of a staggering 6% YOY over this period.

CONCLUSION

Using the direct mail channel offered a premium channel to communicate luxury. The printed piece highlighted the luxe content. Branding with foiling, a considered colour palette, ribboning and gold exuded stature.

With some 177,000 premium customers reached and a 6% sales uplift the campaign realised a strong return on investment, another example of the results available through successful direct marketing.

SALES UPLIFT OF
A STAGGERING

6%

YEAR ON YEAR

177,000

PREMIUM
CUSTOMERS
REACHED