

LASS NATURAL COSMETICS

To give their promotional campaign a 'wow' factor, Lass Natural Cosmetics distributed coupons that not only informed customers of the sale, but also constantly reminded them of how little time they had left to use it.

Lass Natural Cosmetics use a minimal amount of artificial preservatives in their products compared to their competitors. This means they tend to have a much shorter shelf life and so stock clearance sales are regularly employed in order to move old product quickly. They are a 'natural cosmetic' company and looked to the paper substrate to align with their brand messaging.

OBJECTIVE

To maximise participation during the last few days of a periodic clearance sale, Indian agency Mudra Communications was charged with producing a compelling discount coupon to raise awareness of the sale and drive traffic to the stores.

METHODOLOGY

Lass Natural Cosmetics are made from natural ingredients and their promotion stayed true to the values of the brand by using die-cut coupons fashioned out of a paper substrate made from leaves and petals. Owing to the continuous loss of moisture, the text would inevitably expand and become unreadable within 48 hours, rendering the coupons useless.

The ongoing decomposition of the coupon reinforced the brand's values of using fresh, natural ingredients and also served as a reminder that time was of the essence if they wanted to take up the sales offer. The coupons effectively let customers know that an offer was slipping out of their hands with every passing second.

The coupons were delivered as unaddressed mail to homes near major Lass outlets and inserted into newspapers. Existing customers on the database received coupons as well. To ensure the database remained accurate, the coupon needed to engage.





RESULTS

Of the coupons distributed near six major outlets an incredible 70% were used in the allocated time frame. Many customers came in afterwards with the tattered remnants of expired coupons hoping to still be able to redeem them. Instead, they received freebies with their purchases for taking the time to come into to the store with the intent on using the coupon.

In less than 5 days after distributing the coupons, Lass Natural Cosmetics recorded its highest ever sales of near-expiry stock proving the campaign to be a huge success.



CONCLUSION

The immediate and measurable effect of the campaign on the company's sales is a reminder of how effective mailing can be when used in a creative and innovative manner. It is hard to imagine any other marketing channel could have been as effective within such a short space of time on a similar budget. The coupon remained true to brand values whilst creating a sense of urgency and engagement with its audience.