

MY BEAUTY SPOT

My Beauty Spot, a fragrance and beauty retailer in Australia, offers a wide range of fragrance and beauty products with a strong value incentive to customers. Offering both physical and online storefronts, supported by mail distribution of products purchased. My Beauty Spot had an existing infrastructure through mail to reach their valued audience. It was with this understanding that they developed an intelligent and targeted direct mail campaign to reward loyal customers.

OBJECTIVE

To develop a 'Chosen for You' campaign to present a personal mail piece with celebrity Nicole Scherzinger as the centre piece of the direct mail catalogue cover. Promoting her fragrance and strengthening the My Beauty Spot brand that brings such celebrity access and fragrance range. The primary objective was to engage 4,000 loyal customers with a new celebrity scent and fragrance while also showcasing the extensive product range.



CHOSEN FOR YOU!

THE COMPLETE GIFT GUIDE THIS EASTER



METHOD

The objective of building brand and product range awareness was communicated in the design of the catalogue piece included in the mailing. In presenting a range of popular perfumes, the design was high-end luxury, reinforcing My Beauty Spot's point of difference – 'luxury for less' through both in-store and online offerings. The direct mail piece acted as a call to action driving consumers to purchase a luxury fragrance.

The catalogue design was considered and utilised colours and formats to communicate clearly to the reader. A grid layout was employed to showcase individual products with spot colour and reverse text to emphasise value and savings opportunities for loyal customers. A complimentary palette of hot pink with reverse white front for women's scents and bright blue with reverse white front for men's fragrances effectively differentiated between the brands while adding a visual element to the piece.

Website and social media channels were included via the printed piece as well as an easy to read contact list to ensure all purchase options were communicated clearly, leaving no doubt of the multiple channels available to customers when purchasing.

The quality catalogue, with a wrap-around fragrance guide also offered free samples and a \$5 voucher to members as well as a lower than recommended retail price savings on a wide range of fragrances, all strong calls to action.

RESULTS

The high-quality design and printed piece used strong real estate to appeal to the reader. The cover, with celebrity Nicole Scherzinger, proved a drawcard with consumers, achieving a sales uplift throughout the sales period. The approach, supported by a multi channel promotion delivered just over \$1M in fragrance sales.

CONCLUSION

My Beauty Spot, developed an inclusive campaign for loyal customers, 'Chosen for You' communicated a wide range of luxury products that are available at the best price and most convenient purchase locations for customers. Many fragrance options were offered, at lower than recommended retail price available either in-stores across the country or online. All communicated clearly, with luxury design and an added sales incentive.

The demonstration of connecting all the brand values and point of difference to the market is a sophisticated example of intelligent marketing and using the channel, direct mail, as the foundation to drive strong communication and return on investment.

The campaign reinforced all the benefits of the My Beauty Spot brand – quality, range and value demonstrating the connectivity of direct mail to brand equity and consumer behaviour linked to immediate sales uplifts.

Image Sourced: Fragrantica.com