MYER

Love is in the air each Valentine's Day, which provides a unique opportunity for retailers to send a special message to loyal customers. Myer has taken up such an opportunity and spread its love by sending customers a special offer via direct mail.

With over 67 stores nationally, Myer is a market leader in the Australian retail space. To show appreciation for their loyalty club members, they decided to offer 'Especially for you' discounts to increase their Valentine's Day buzz.

OBJECTIVE

As Aussie's love for Valentine's Day continues to grow, Myer wanted to secure a portion of those sales, increase store traffic and promote usage of their loyalty credit cards at the same time.

METHOD

Myer leveraged their existing loyalty member database and designed a direct mail post card for 100,000 members, across four different segments. Each card was personalised to the recipient using Valentine's Day treat imagery to increase impact and engagement.

The post card read: "Valentine's Day is a time for giving – that's why we're giving you a little something special. It's our way of saying thank you for being a customer." Each recipient was offered a $10 Myer Voucher that was to be redeemed within the following week.

RESULTS

This campaign received a 75% redemption rate which equates to 75,000 consumers, proving to be highly successful for Myer. The overwhelming number of customers that redeemed their offers at various locations and spent between $10 to $89 per visit shows the value of a targeted, personalised direct mail campaign.

CONCLUSION

On top of a very high return on investment, Myer's intention to boost sales, increase traffic in stores and up loyalty credit card usage was achieved. With the success of this campaign they planned on using these results to continue offering similar holiday specific campaigns throughout the year.

The campaign proves that recognising customers and offering personalised, thoughtful incentives pays off. Using intelligent targeting to offer relevant promotions via direct mail is a simple, yet effective strategy.

75% REDEMPTION RATE

VoPP