

Myer is an iconic Australian brand, known for offering range and accessibility with the largest department store footprint across the country. Brand equity and affinity are not easily attained nor maintained in a diverse brand arena and Myer are showing strong commitment to holding their brand identity across the marketplace.

OBJECTIVE

Myer's objective for the 'Your Pass to Play' Spring racing carnival was to drive sales and traffic in-store and online, as well as leveraging the brand equity surrounding Myer's major partnership with the Melbourne Cup Carnival.

The Spring Racing women's direct mail catalogue was produced to present the range of women's apparel, footwear and accessories ahead of the festive Melbourne Cup Carnival season.

METHOD

Covering a range of price points, trends and in-store brands suitable to the targeted customer, multiple talent shots within the publication helped deliver the 'Spirit Of the Season'.

The publication distributed to a targeted audience of 65,000 Australians and was supported by magazine, social, digital, EDM, print, visual merchandise, public relations and event channels, as well as major sponsorships with the Melbourne Cup. The focus was on Victorian and New South Wales markets, leveraging data around Melbourne Cup Carnival attendees and dress/millinery sales.

Supporting content was led by the 'Face of Myer, Jennifer Hawkins', and other ambassadors including Rachel Finch, Jodi Anasta and Lauren Phillips.

Content was shot with lots of movement, energy and multiple talent to reflect the mood and spirit of the Spring Racing Carnival. All which was supported by a sales incentive offer that was 'tipped on' to offer exclusive rewards to MyerOne, loyalty program members.





YOUR
PASS
TO

Play

RESULTS

Strong brand equity build, awareness and frequency triggers from alignment of the synonymous branding of an iconic Melbourne event, the Melbourne Spring Racing Carnival, and Myer were achieved. More critically, in a competitive season of promotional and brand engagement, Myer achieved a 6% sales uplift from the direct mail piece, an outstanding result.

CONCLUSION

Myer's objective to use the strength of direct mail to engage and prompt action into multiple sales points – online and in-store, demonstrates an understanding from the Myer team of understanding the power of physical channels pushing consumers to online portals.

Further, the emotional engagement of visual language, energy and movement, captured the human excitement of the Melbourne Spring Carnival season, this paired well with Myer's brand positioning and alignment to a major sponsor partnership.

