

NUTRIMETICS

Nutrimerics has a strong fifty-year brand presence across Australian and New Zealand markets, operating as a direct selling beauty company delivering trusted and quality naturally enriched products for women and men of all ages. A strong brand identity with community ethics and empowerment of people is long established with strong campaigns, and maintained today.

Using loyal customer data, Nutrimerics builds monthly and seasonal campaigns to communicate product quality and ranges available with value package sets, via catalogue direct mail.

OBJECTIVE

The objective for the May campaign was to increase sales by 5% through customer engagement with a strong luxury and Beauty Award theme. Using data from focus groups and surveys, Nutrimerics wanted to target customers specifically to increase sales and engagement with their own chosen product preferences, empowering loyal customers with their choice of product range.

METHOD

The 'Roll back in Time' direct mail brochure offered a luxury store front design, targeting 55,000 loyal customers who subscribe to Nutrimerics. The brochure was supported by a personalised fly sheet, highlighting key products and incentives linking to the Nutrimerics Beauty Awards theme, 'as voted by customers'.

Creative communicated the campaign objective with a luxurious look and feel and supported with a luxury give away and buy one get one free sales incentive. Bright fluorescent colour swatches, strong consumer quoting and unmissable price call-outs lifted the shop-ability off the page.



RESULTS

With consistent theming, customer engagement through product preferences, and a loyal customer base, the direct mail campaign realised a 20% increase from year prior with a result of \$3M in retail sales, making this the most effective and best performing direct mail campaign of the year for Nutrimetics.

Additionally, the home shopper base increased by 4% during the campaign month, versus 3% increase for the month prior, delivering an 8% YTD trend. These results showed stronger activations from loyal customers from the campaign incentive and creative.

The incentive offer of 'buy one DNA cream and get one free' delivered 200% above forecast and generated \$500K in direct sales revenue.

CONCLUSION

Brands can only be envious of the loyalty Nutrimetics achieves across its customer base, decades of strong brand positioning and engagement with a direct selling approach is not easily achieved. More critically though, and this is where Nutrimetics must be congratulated, they use customer engagement to understand the customer and build successful campaigns to not only empower the customer groups but also to achieve strong return on investment.

20%

Increase in sales from year prior

Home shopper base increased by

4%

\$500K

In direct sales revenue

