

PRINTSPACE®

An online retailer who had never marketed via catalogues wanted to improve their marketing communication. They produced a catalogue and sent to customers via Letterbox Distribution. The results were impressive.

Printspace® is a boutique label producing unique art and stationery. Locally created designer art prints and stationery are inspired by all things modernist with a strong appreciation of their favourite design era – the mid 20th century. Printspace® is an Online Retailer with limited storefront distribution.

OBJECTIVE

Printspace® had never before produced or distributed catalogues via Letterbox Distribution. They embarked on a catalogue campaign to see how effective it was at communicating to the market who they are and what they offered.



METHODOLOGY

An 8pp full colour catalogue was designed with a discount code offering Free Shipping. The campaign ran for three months,

May to July 2014. 140,000 catalogues were printed for distribution in selected zones. Zone selection was based upon demographic knowledge of the specified target market, which was based on existing data of the twenty-five highest spending suburbs in Melbourne, VIC. Based on individual purchases.

The statistics on historical sales did not show any specific grouping of suburbs and therefore, a cross-demographic market was selected based on previous demographics rather than geographical positioning.

During the campaign, a second promotion was run to ask customers to join the email newsletter and enter a competition to win a limited edition print to the value of \$450.

“We discussed and considered the call to action at length. We determined in-house that we did not want to de-value our product too much as we recognised that the catalogue would be kept for a period of time and our design was an investment in brand awareness as well as a tool to drive sales”

Nicholas Girling at Printspace®



VoPP

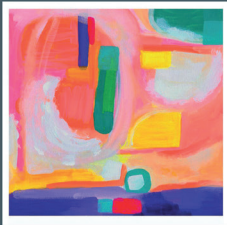
Suite 6, 151 Barkly Avenue, Richmond VIC 3121 Australia
+61 3 9421 2209 | info@valueofpaperandprint.com.au
vopp.com.au | vopp.co.nz



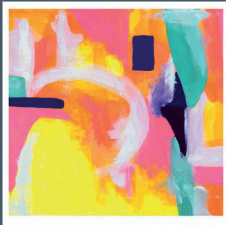
Limited Edition Art Prints

large format / fine art prints / premium cotton rag art paper

order online today



Sorbet #1



Sorbet #2

Limited Edition of 100
Unframed Art Print
50x50cm (\$125)



Sky Mountains



Swept Away

Limited Edition of 100
Unframed Art Print
70x70cm (\$367)
120x120cm (\$607)



Coral Sea



Sculpture Park

printspace.com.au



Limited Edition of 100
Unframed Art Print
70x100cm (\$450)
100x120cm (\$650)
More cities available

RESULTS

In the three-month window of data collection Revenue, Order Value and Traffic into Store realised significant increases. The strength of applying technologies on paper were also identified. Printspace® is fluent in digital data management and was surprised by the market engagement with the catalogue. From this they determined that applying augmented reality technologies to their catalogue could deliver higher sales results and direct connection to their sales portals in future campaigns.

Personalised products include personalised Birth Posters, Name Prints and other customised print and stationery. This product category saw significant results as follows:

- An increase in Order Volume by 38.10%
- A revenue increase in personalised products by 48.38%.

The Limited Edition product line is the highest value and profit line for the business. This product line realised a staggering 788.06% increase in Revenue throughout the catalogue campaign window. This pushed the average order value up 48.66%.

CONCLUSION

Printspace® determined building an offer around a specific product line or a specific product category would be considered in a future campaign. In this way, a special offer could stimulate a transaction of a particular product line at a discounted rate, or loss leader, and the other product lines price offering remains consistent with other pricing.

Printspace® has marketed the brand via social media, local exhibition, market circuits and newspaper inserts. This was the first catalogue promotion conducted and delivered higher results than expected.

Future consideration has been given on how to further increase results via technology on paper, linking the catalogue campaign to other media channels and longer campaign windows.

	Order Value Increase	Revenue Increase	Traffic into Store Increase
May 2013 vs May 2014	69.40%	49.28%	10.43%
June 2013 vs June 2014	20.67%	28.12%	22.01%
July 2013 vs July 2014	68.40%	79.27%	19.64%