

SPOTLIGHT VIP CLUB

CASE STUDY

DIRECT MAIL

Spotlight is a family owned and operated Australian business with stores across the country and an online store-front with added expertise throughout digital channels. Originating as a family fabrics stall at Melbourne's iconic Queen Victoria Market, Spotlight today is a variety store offering kitchen, dining, lounge, bedroom, bathroom and laundry home interiors as well as a strong haberdashery, craft and party products section.

Celebrating the Halloween season, Spotlight developed a direct mail for their Spotlight VIP Club members. This campaign communicated to loyal customers, the range and value within the party products and craft section of the business for the Halloween season.

OBJECTIVE

Aiming to inspire community involvement to celebrate a fun holiday, Spotlight focused on the innovative party-thrasher and decoration indulgent customers with a range of themes and costumes, including DIY projects and creative ideas to get the party 'spooky'.

The 'Home of Halloween' campaign aimed to inspire with aspirational ideas for the best Halloween party, a creativity rich, best decorated event the customer would be proud of.





THE HOME OF HALLOWEEN

TRICK OR TREAT • 31 OCTOBER

METHOD

With Australian Halloween participation on the rise, Halloween is becoming a new seasonal retail opportunity to highlight Halloween range and brand positioning to the market.

A catalogue was developed, filled with exclusive Spotlight VIP Club bargains and offering 'Home of Halloween' party themes, such as 'Zombie Feast' and 'A Fiesta for the Dead'.

The campaign blended addressed and unaddressed marketing, With 568,350 Spotlight VIP Club members and prospective customers, engaged. The direct mail piece aimed to communicate exclusivity to loyal customers as well as the large range across the Spotlight stores.

RESULTS

Despite a newly emerging seasonal window across the Australian market, Spotlight achieved impressive results with product ranges selling out in stores across Australia. At the conclusion of the Halloween campaign, Spotlight achieved an astonishing 97% sell through rate.

A well-planned and executed campaign supported by multi-channel outputs across unaddressed catalogue, magazine, press, TV, radio and in-store proved to be the right channel mix to communicate the Halloween message.

VIP Halloween events further increased loyalty club membership and customer engagement, with in-store dress ups for customers and store teams building an excited and 'together' atmosphere for the brand.

CONCLUSION

Spotlight is a well-known brand across Australia, recognised for range, service and value. When established brands expand their product offering the brand integrity must be retained in the marketing activities. Spotlight have achieved this in their approach to their 'Home of Halloween' campaign. Communicating directly with loyal customers and offering exclusive bargains was a strong call to action incentive, further the in-store experience extended the brand promise and delivered loyalty in return.

With a staggering 97% sell through rate, this campaign has ticked all the boxes for short-term sales gain, while also embracing the brand values and meaning to bring in not only existing loyal customers, but also building new loyal engagement.



97%
SELL THROUGH
RATE ACHIEVED