



Retail Industry Case Study

Jewelry Company Increased Awareness with Catalogs

Introduction

A jewelry company operating for more than 50 years currently has over 3,000 stores across the U.S. and United Kingdom. The company wanted to increase awareness about an expanded product line, so they conducted a test using catalogs to market the brand. The test resulted in increased sales and the adoption of catalogs as a permanent marketing tool.

The Challenge

The company wanted to increase awareness of an expanded product line within one of their brands. Although the company had used a multi-channel marketing approach in the past, they were open to marketing channels not previously used.

The Strategy

The jewelry company chose to test the impact of catalogs as a marketing tool. They scheduled the delivery of the catalogs to coincide with and reinforce a Mother's Day event. Each catalog included a coupon to attract customers. The catalogs were distributed to 600,000 customers nationally in areas where stores and current customers were located. Merchandise advertised in the catalog were available for purchase both in-store and online. The catalog size was 8"x10" with 40 pages of merchandise, a coupon, and 8 pages of stitch-ins. The company sent 4 types of mailings: catalog only, Mother's Day event invitation only, Catalog and Mother's Day event invitation, and a catalog with a Mother's Day event invitation, and coupon.

The Results

The company noted positive results from all 4 mailings, however, the combination of the catalog and Mother's Day event invitation received the highest sales. Customers who received a catalog only showed a 6.2% increase as compared to the control group. Customers mailed only a Mother's Day invitation had a 25.6% increase as compared to the control group. The group that received both the catalog and invitation showed a sales increase of 40.2% versus the control group. The catalogs were adopted as a selling tool for the jewelry company.

