

CASE STUDY



177,000
TARGETED PREMIUM
CUSTOMER GROUP

6% SALES
UPLIFT
ACHIEVED

DAVID JONES CHRISTMAS BOOK

David Jones' premium Christmas Book is a sought-after publication, distributed to 177,000 of David Jones Card-holders big spenders.

This consumer group is confidently stylish, they love the festive season and the Christmas book is an aspirational publication which gave customers a slice of the possibilities of a 'David Jones Christmas'.

Using direct mail offered a premium channel to communicate luxury. The printed piece highlighted the luxe content all branded with foiling, a considered colour palette, ribboning and gold to exude stature.

With some 177,000 premium customers reached and a 6% sales uplift the campaign realised a strong return on investment, another example of the results available through successful direct marketing.