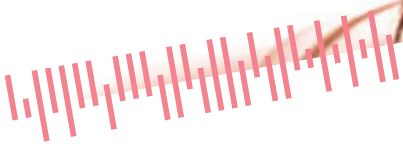




CASE STUDY



MY BEAUTY SPOT CHOSEN FOR YOU

My Beauty Spot, developed an inclusive direct mail campaign for loyal customers. 'Chosen for You' communicated a wide range of luxury products that are available at the best price and most convenient purchase locations for customers.

Many fragrance options were offered, at lower than recommended retail price available either in-stores across the country or online. All communicated clearly, with luxury design and an added sales incentive.

The high-quality design and printed piece used strong real estate to appeal to the reader. The cover, with the celebrity, Nicole Scherzinger, proved a drawcard with consumers, achieving a sales uplift throughout the sales period.

The approach, supported by a multi-channel promotion delivered just over \$1M in fragrance sales.

The demonstration of connecting all the brand values and point of difference to the market is a sophisticated example of intelligent marketing and using the channel, direct mail, as the foundation to drive strong communication and return on investment.

4,000
CONSUMERS OFFERED
EXCLUSIVE REWARDS

\$1M
SALES UPLIFT
ACHIEVED