



CASE STUDY



NUTRIMETICS CHRISTMAS

Brands can only be envious of the loyalty Nutrimetics achieves across its customer base, decades of strong brand positioning and engagement with a direct selling approach is not easily achieved. More critically though, and this is where Nutrimetics must be congratulated, they use customer engagement to understand their customer's better and build successful campaigns to not only empower their customers but also to achieve strong return on investment.

Consistent theming and considered product inclusion saw the 'Beauty for Christmas' campaign deliver a +2% increase in total YOY sales, achieving a total \$6M in total sales.

The creative balance of light, fresh and feminine Christmas theming aligned with the 'gift-with-purchases and accessories' offered with a partnership between in-house creative and the product development team, built a strong campaign with complementary solutions.

The direct mail brochure was adapted to a 'letterbox friendly' A5 format with personalisation and a 'product-centric' front cover highlighting new releases and best sellers. Imagery and colour palette selection was specific to the target audience (women aged 40+) with solid pinks and greens utilised to highlight price pointing and value offers.

+2%
INCREASE IN YOY

\$6M
IN TOTAL SALES
ACHIEVED

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