



CASE STUDY



## NUTRIMETICS ROLL BACK TIME

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 the customer and build successful campaigns to not only empower customer groups but also to achieve strong return on investment.

With consistent theming, customer engagement through product preferences, and a loyal customer base, the 'Roll back time' direct mail campaign realised a 20% increase from year prior with a result of \$3M in retail sales, making this the most effective and best performing direct mail campaign of the year for Nutrimetics.

Additionally, the home shopper base increased by 4% during the campaign month, versus 3% increase for the month prior, delivering an 8% YTD trend. These results showed stronger activations from loyal customers from the campaign incentive and creative execution.

The sales offer of 'buy one DNA cream and get one free' delivered a staggering 200% above forecast and generated \$500K in direct sales revenue.

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INCREASE YOY

\$3M  
IN RETAIL SALES  
ACHIEVED