



CASE STUDY

120 ONLINE ORDERS

330% RESPONSE RATE



OUTBACK BREWERY PERSONAL POSTCARDS

An independent microbrewery in Sydney wanted to grow direct-to-consumer sales through their website as well as increase brand awareness of their boutique beers. To achieve this, a multi-channel campaign utilising personalised URLs and direct mail was created.

5,000 personalised postcards that were sent to select consumers asking them to 'name the lizard' on the beer's logo and submit their answer to a personalise URL.