



CASE STUDY



568,350
BLEND OF LOYAL
AND PROSPECTIVE
CUSTOMERS

97%
SELL THROUGH RATE AT
CONCLUSION
OF THE CAMPAIGN

SPOTLIGHT HOME OF HALLOWEEN

Spotlight is a well-known brand across Australia, recognised for range, service and value. When established brands expand their product offering the brand integrity must be retained in the marketing activities. Spotlight have achieved this in their approach to their 'Home of Halloween' campaign. Communicating with over 500,000 loyal and prospective customers and offering exclusive bargains is a strong call to action incentive, further through an in-store 'party dress-up' experience this extended the brand promise and delivered loyalty in return.

With a staggering 97% sell through rate, this campaign ticked all the boxes for short-term sales gain, while also embracing the brand values and meaning to bring in not only existing loyal customers, but also building new loyal engagement – a strong long-term brand awareness gain.

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