



30,000

CUSTOMERS SELECTED TO RECEIVE THE BUYERS GUIDE



DAN MURPHY'S BUYERS GUIDE

Dan Murphy's is a brand offering consumers value, range and reliability. With Dan Murphy's you can expect the best prices, a broad range of products and the stability of a large brand that customers can rely on.

The Discovery Guides were developed by Dan Murphy's to ensure their customers always had the best information to make informed choices on drink selection. The Buyer's Guide is a magazine style publication with the editorial comment to give loyal customers ideas to pair liquor products with food and activities.

The Discovery Guides are more abundant in content, with a more educational approach. 'How to' steps when making the best cocktail. This content brings a sense of sophistication to the Discovery Guides that deepens the brand presence of Dan Murphy's as it moves into a 'trusted advisor' communication space to the 30,000 carefully segmented Dan Murphy's members.

Dan Murphy's has an extensive customer reach in a highly competitive liquor market. The Buyers and Discovery Guides demonstrated bravery from the Dan Murphy's team to explore other brand values, not merely best price and range positioning.

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