

Case Study

ARTS & CRAFTS RETAILER

Understanding Customers for *Powerful Campaign Results*

This national custom framing retailer first opened on the west coast more than 70 years ago. With simplicity and expertise, the industry leader has delivered high-quality products to millions of satisfied customers. A passion for design and service are at the core of how they became the best in the business.

IMPACT

Email sign-ups increase

58%

Contest entries increase

138%

Integrated marketing
work drove boost in sales

4.9%

CHALLENGE

Store traffic was low for a national arts-and-crafts retailer and their customers were not participating in loyalty programs or responding to discount offers. The retailer also had several dozen siloed vendors for creative strategy, content production and execution which meant creative and messaging was not consistent or connected for many of their campaigns. This made it hard for them to measure the effectiveness of most campaign elements and to course correct based on results.

SOLUTION

To better understand their customer base and target audience, Quad performed a deep data analysis that proved that campaigns needed to be broadened to include an overlooked audience segment. The retailer assumed that their target audience was women and campaigns were geared toward them when in fact, most of their active customer base was men.

Quad revamped an existing poor-performing campaign with a new data-driven strategy and replaced discounts with multichannel engagement tactics. The new campaign included a national art contest, an instore discount reveal, and a color quiz. We then produced all content for the new campaign and executed it across all of the relevant channels including, in-store, email, direct mail, website, landing pages and retail inserts.

See how we can help.

     866.824.2869  info@quad.com Quad.com

© 2019 Quad/Graphics, Inc. All rights reserved. | 1.19 | 19-0006 | Case Study

