

THE METRICK SYSTEM

The Fine Art of Database Marketing

INSIDE THIS ISSUE:

WHAT'S IN A NAME



A C A S E S T U D Y

The **CLIENT:**

HOLT RENFREW

The **PROJECT:**

**OPENING OF
TWO NEW
HOLT RENFREW
STORES.**

The **LOCATION:**

**YORKDALE
IN TORONTO
PLACE STE. FOY
IN STE. FOY**

The **BRIEF :**

- M** i) To make Holt Renfrew customers aware of the new store in their area.
- ii) To attract potential customers from a rented mailing list that fit the customer profile of Holt Renfrew: 32% annual income in excess of \$150,000, 23% with post graduate degrees, 72% own their own homes, etc.

- iii) To increase store traffic during the first three weeks of opening.
- iv) To increase sales during the first three weeks of opening.

The **OBJECTIVES:**

- i) To excite present customers and encourage them to visit the new Holt Renfrew in their area.
- ii) To create an event that would ensure that potential customers from the rental mailing list would show up at either of the openings.
- iii) Holt Renfrew had just installed a database marketing system. Being a new system, it was important to build it's information base quickly and within a specific framework. We needed to capture as many qualified 'names' as possible.

The **PROBLEM:**

It has often been thought that acquiring the 'right' list is all one has to do to bring in new customers. Even if the list were

A BRAND NEW MERCEDES-BENZ C280 The Mercedes-Benz C-Class. Where style meets performance to create one of the finest driving experiences available. This is no ordinary vehicle. It is perhaps the most complete automobile available. Intelligent. Elegant. Comfortable. Where reliability rides hand in hand with technology. Where fuel economy is as important as the demand for safety. And where you'll find quick and nimble handling in a quiet, comfortable ride.

Add to this features like orthopaedically designed seating, automatic climate control, remote keyless entry, front and side airbags, traction control and you've got the finest driving experience available. It could all be yours. Simply stop by the new Holt Renfrew at Yorkdale and ask any sales associate for full contest details. You never know, you could drive away a winner.



perfect, customers rarely show up because of one direct mail piece. It takes a number of contacts to develop a relationship with a new customer.

Our challenge was to take a rental mailing list, which can be used only once, and capture that name for Holt Renfrews' own database. By assigning a bar code to every name on the rented list, we could capture each person's information when they purchased or scanned to win the Mercedes.

The use of a scan and win was chosen because the redemption rate is 60% higher than similar scratch and win campaigns. The scan card also encouraged

shoppers to visit the new stores within the important first three weeks of opening with a style and tone appropriate for Holt Renfrew.

The **APPROACH:**

 The past 8 years have generally not been kind to the retail industry. Whether it is due to a backlash of the indiscriminate spending of the late 80's, a downturn in the economy or a reevaluation of personal priorities...the 90's have been a tough decade for retailers. Consumers no longer line up in September to see the unveiling of new cars, nor do new store openings guarantee attendance. We had to convey

Do we have yours?

HOLT RENFREW
C A N A D A


JANE SMITH

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Simply present this "faux" HOLT RENFREW credit card and you could win the use of a brand new MERCEDES-BENZ C280 for one full year. Just give the enclosed card to a sales associate at Holt Renfrew Yorkdale and they will enter your name for the SCAN AND WIN draw on September 26, 1997. Whoever thought OBTAINING A MERCEDES COULD BE SO SIMPLE!

excitement, show new fashions, highlight the stores' designer labels, while wrapping all the above under the Holt Renfrew brand.

What **DID WE DO?**

 We needed an event, an interesting direct mail piece with lots of real estate to carry our message and give potential customers a reason to come in.

By using the Holt Renfrew magazine, **Point of View**, we were able to present

the world of Holt Renfrew in an exciting way. We wrapped the magazine in a cardboard sleeve that carried our message but didn't obscure the magazine underneath. Inside the wrap we added a personalized customer card that had to be brought in to a store and scanned in a cash register, thus encouraging purchases. By scanning the card you could win a Mercedes C280 for a year.

To further encourage the addition of 'names' to the Club Select loyalty program, we placed the car prominently at the entrance of both new stores. In order to enter the draw, potential customers filled out a ballot at the customer service desk and signed up for the Club Select program.

The **RESULTS:**

Record attendance at both store openings and over 50,000 new names added to the Holt Renfrew customer database within 3 weeks.