

Thursday 23 March 2023
@DMA_UK #dmaevents

/ Webinar: Unlock the Power of Catalogue Marketing

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/ Introduction

Oliver Spark, CEO, Sweet Analytics

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/ Catalogues: Connecting with Consumers Converting Sales

Eve Stansell, Senior Comms Planner, Royal Mail Marketreach

James Knowles, Head of Content Innovation, Retail Week

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“

Catalogues have a longer impact than digital marketing so deliver on the investment.
They're very easy to track performance to understand what's working and what's not.

”

Miranda Hammond, Seasalt

POWERFUL PARTNERSHIP BRINGS POWERFUL INSIGHT

MAIL AND CATALOGUE EXPERTS

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RESEARCH EXPERTS

 **Illuminas**

RETAIL EXPERTS

RetailWeek 

An in-depth view:

How consumers view and use catalogues

Strategies that retailers deploy to make catalogues a success

4 PROOF POINTS



Catalogues have evolved to do more
Drive online shopping
Make browsers buyers

Connect consumers with brands
Powerful brand-building channel for ecommerce and omnichannel brands

Future-focussed
A future shopping channel for future shoppers
Focus on innovation, technology and sustainability

Success across the sectors
Fashion, Food & Drink and Christmas catalogue case studies



CATALOGUES HAVE EVOLVED

FROM BIG BOOK TO STREAMLINED SHOPPER

- Catalogue edits
 - More streamlined format designed to excite and drive people online
 - Product range taster
 - Well designed and high-quality catalogues: **64%** say they are very high quality or fairly high quality
- Easy to navigate
- It can be likened to social media where the story around the product brings it to life
- Tactile experiences which are increasingly vivid



2 IN 3 VISITED THE BRAND WEBSITE AFTER RECEIVING A CATALOGUE

“

If you Google something, you already know what you are looking for, but print can sell you something you didn't know you wanted yet, which is absolutely key to retail

”

Gary Howard - Chief Digital Officer, Precision

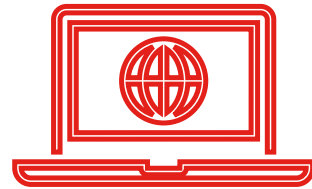


CATALOGUES DO **MORE** NOW



More in the home

45% of catalogues were kept in the home for more than a week vs 38% in 2017 (7% uplift)



More digital

15% uplift in online vs 2017



More purchase

55% bought something they saw in a catalogue in the last year

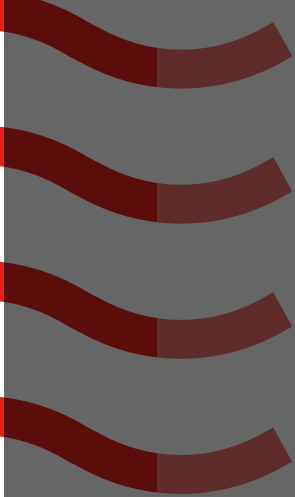


More inspiration

76% say catalogues give them ideas for things to buy

A woman with dark hair, wearing a grey knit sweater, is looking intently at a white document she is holding. The background is a blurred office environment. On the right side of the image, there are four thick, red, wavy lines that curve across the frame. The text 'CONNECTS CONSUMERS WITH BRANDS' is overlaid in the center in a bold, white, sans-serif font.

CONNECTS CONSUMERS WITH BRANDS



“

It's a key brand piece for us, allowing us to personalise content and expand on the key majestic brand propositions, highlight our range, going into detail on the wines and winemakers, giving buyer insights or showcasing key events at times of the year.

”

Majestic Wine

HARD TO IGNORE

Digital is task orientated and messages can be easily ignored while print communication occupies a physical place in our homes

45%

Say they are more likely to notice a catalogue/brochure sent in the post than a marketing email



HIGH EMOTIONAL ENGAGEMENT



Feast Your Eyes. Liberty's cherry-picked edit of the very best festive foods and sugary delights to indulge in this season.

01 CARTWRIGHT & BUTLER Christmas Pudding with Orange Liqueur 454g, £30.95. 02 LIBERTY Heritage All-Butter Shortbread Biscuits 225g, £10.95. 03 LIBERTY Gold Tone Chocolate Coin 90g, £4.95. 04 CHOCOCO Milk Chocolate Robots 150g, £12.95. 05 CHARBONNEL ET WALKER Liberty Print Milk Sea Salt Caramel Truffles 120g, £16. 06 ROCOCO Marc de Champagne Truffles 200g, £10.95. 07 VAN NAHMAN Sparkling Tea, White Tahiti, Quince & Vanilla, £14.95. 08 LIBERTY Distilled Old Tom Gin 500ml, £39.95. 09 LIBERTY Sloe Gin 500ml, £39.95. 10 LIBERTY Betsy Star Old Tom Gin Cracker, £11.95. 11 LIBERTY Wine & Chocolate Gift Box, £49.95. 12 LIBERTY Heritage Strawberry Jam 227g, £8.50. 13 LIBERTY Mint Jelly 200g, £5.95. 14 CHARBONNEL ET WALKER Milk Hazelnut Cream Truffles 120g, £10. 15 LIBERTY Bread and Butter Pickles 300g, £6.95.



60%

enjoy sitting down with catalogues and reading them in their own time

48%

say that reading a catalogue is a way to escape from the busy world for a while



FUTURE SHOPPING CHANNEL FOR FUTURE SHOPPERS



FROM PAGE TO **POSSIBILITY**

AR has taken off for homewares.

Shoppers can reimagine their rooms, see what new paint, décor and furniture would look like in their own home all through simple apps on their smartphones.

57% say AR is appealing in a catalogue - the ability to use your phone to capture how a product might look on you or in your home

LOOKING AHEAD... VISUAL RECOGNITION



Improvements in image recognition mean you don't necessarily need QR codes all over the page – your mobile will relatively easily recognise images on a page whether it's a product, a look or an age demographic.

It's getting quite sophisticated now, offering catalogue readers lots of trigger points to enter a digital world.



Jonathan Chippindale – CEO, Holition



A MORE **SUSTAINABLE** FUTURE

- Belief that all 'shopping' is bad for the planet, but it is a necessary evil at times
- Paper and print are less of a concern than the excesses of plastic packaging, unnecessary over-ordering and returns
- Most catalogues are perceived to be recyclable or made from recycled paper – more sustainable materials which are regenerative



CATALOGUE SUCCESS ACROSS RETAIL SECTORS



CATALOGUES, NOT JUST FOR CHRISTMAS... BUT VERY EFFECTIVE

Catalogues were used by numerous retailers as another tool to reach out to consumers at Christmas.

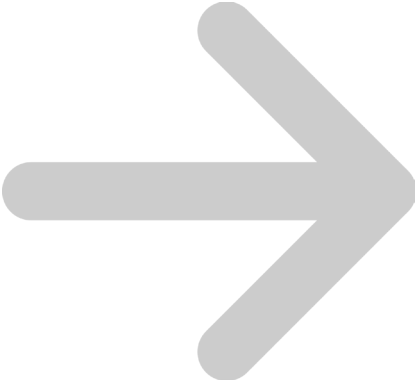
Tone of voice critical – Robert Dyas showed empathy with 'Cut the cost this Christmas' slogan


Personality key – Loaf engaged its customers with Xmas themed wordplays and a wordsearch puzzle

Innovation front and centre – Liberty included QR codes to take customers online. Argos did the same, directing customers to video content.



FASHION CATALOGUES DRIVE IMMEDIATE INTERACTION



-  **22%**
Looked at the sender's website
-  **10%**
Spoke to family or friends about it
-  **10%**
Searched online
-  **7%**
Visited a physical store

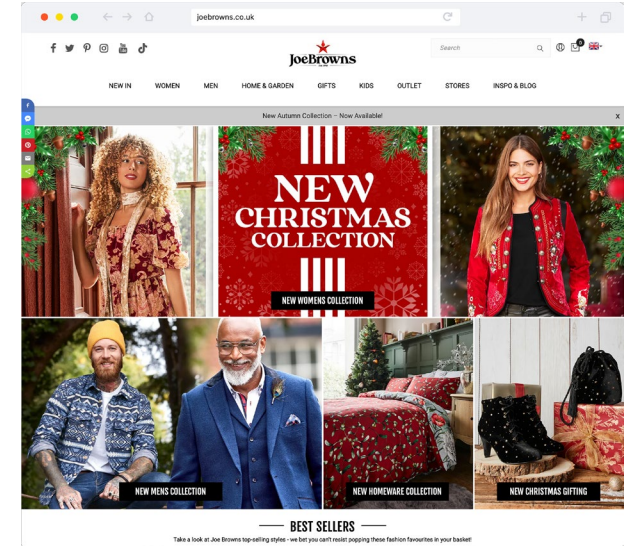
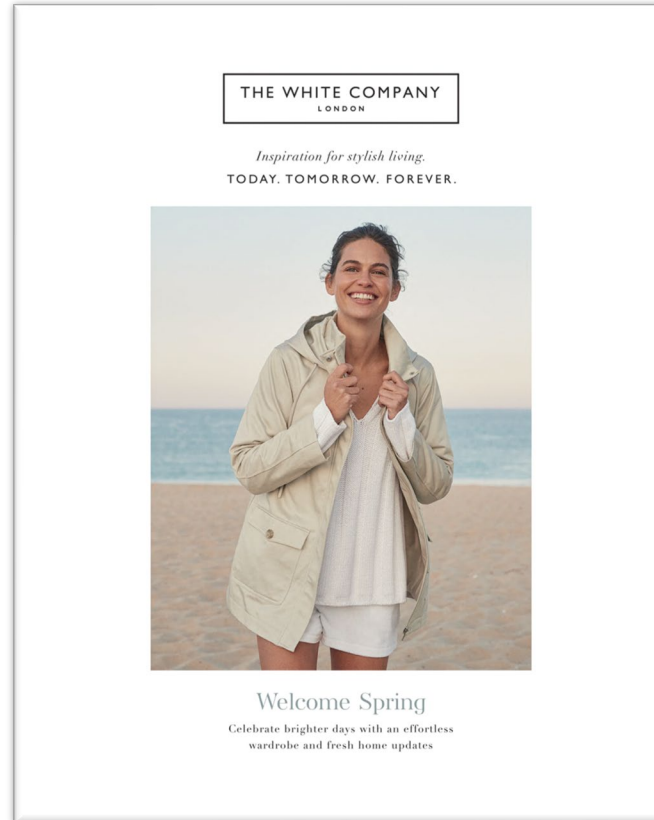
ALWAYS IN STYLE

Catalogues are key for many fashion retailers - **23%** of fashion catalogues received lead to an immediate purchase

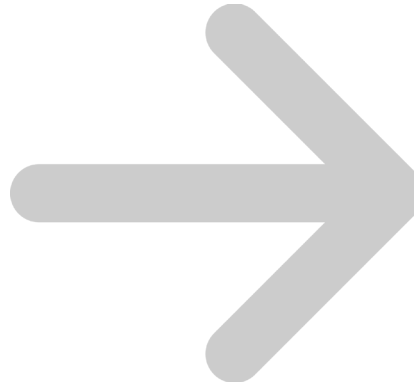
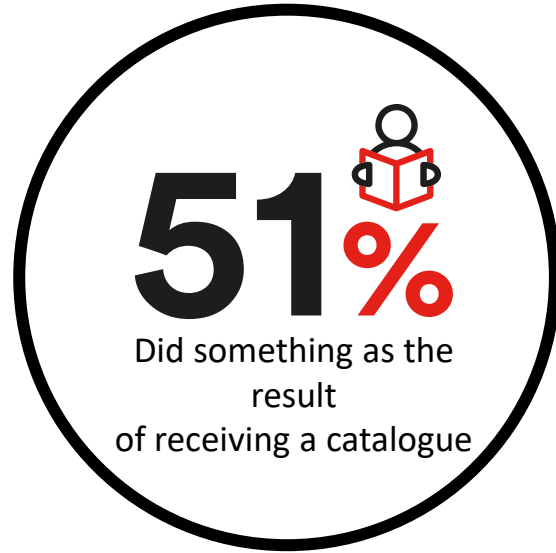
Joe Browns – started as a catalogue business and this remains the core driver of sales now that it is multichannel





The White Company – “The brochure has evolved from our primary sales channel to a tool we use alongside our stores, social media, email and website to create a 360-degree shopping experience,” says Chief Creative Officer Mark Winstanley.

Seasalt – showcases new collections and says catalogues have a longer impact than digital marketing.



FOOD AND DRINK CATALOGUES IN ACTION



-  **17%**
Looked at the sender's website
-  **13%**
Spoke to family or friends about it
-  **10%**
Searched online
-  **15%**
Visited a physical store

WHET THE APPETITE...

Catalogues were a key way to engage during pandemic, and many continue to invest in them.

Hotel Chocolat – Christmas marketing prime example of using a catalogue campaign to maximum effect. Kantar data showed the chocolatier’s catalogue scored in the top 2% of all UK ads on persuasiveness, proving the ability of direct mail to drive long-term brand building.

“Layout, copy, striking and emotionally evocative visuals and well thought out use of colour, and structure are key. The response to this piece of content from Hotel Chocolat suggests it struck the right balance, because it was so liked and intriguing and people praised the layout, look and feel.”

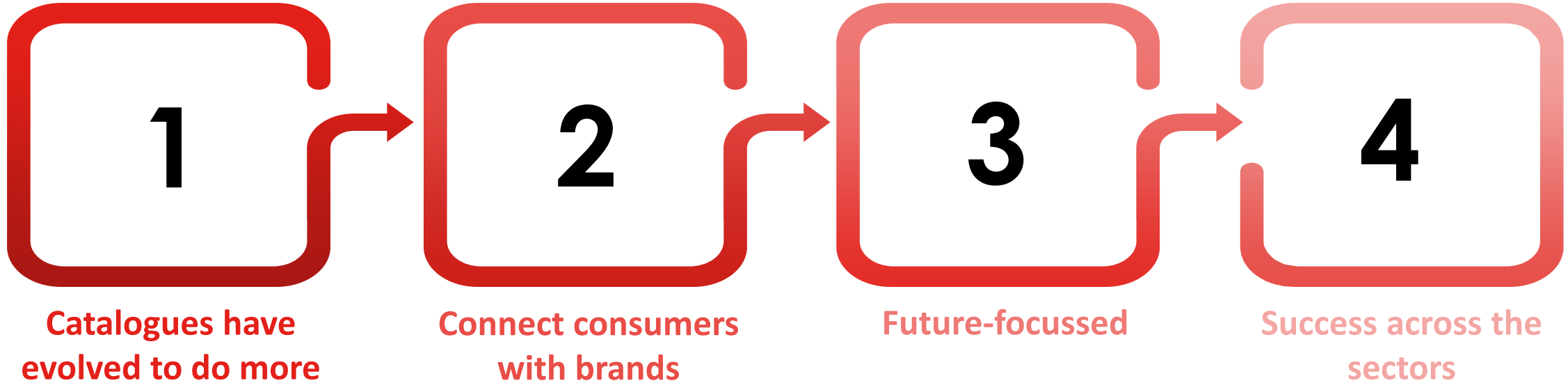
Lynne Deason

Kantar’s Head of Creative Excellence



CATALOGUES IN YOUR STRATEGY

SUMMARY OF TODAY



PLANNING YOUR 2023 CATALOGUE ACTIVITY



- Start planning your catalogue activity now to optimise seasonal peaks such as summer, Black Friday and Christmas
- Harness the expertise of our Marketreach team:
 - To explore what competitor brands are doing in this space
 - Guide and optimise your creative approach with eye-tracking software
 - Discuss test and learn
 - Access best practice case studies
 - Learn more about sustainable mail



<https://www.marketreach.co.uk/resource/using-mail-more-sustainably>

“

When we came in it was an insolvent business and one of the first things we did was to get back to cataloguing and sending them regularly to all our customers.

Catalogues have been key to delivering the growth we have seen and continue to see with our brands.

Woolovers

”




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THANK YOU

www.marketreach.co.uk/dma-catalogues



/ Questions

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/ Closing Comments

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