



CASE STUDY:

Jeweler's Results are as Good as Gold

THE CHALLENGE

Fawn Jewelers is a long-time Money Mailer customer and has been advertising consistently, both through shared mail and one-to-one postcards. As many jewelers have done during the recession, Fawn Jewelers has been concentrating on buying gold from the public, advertising that it pays top dollar for unwanted gold. Although this had been a successful strategy, the store suspended those efforts to focus on selling jewelry during a renovation sale.

THE BOTTOM LINE

Fawn Jewelers did not want to bring in extra merchandise as it was completing the renovations. Instead, it wanted to generate sales of existing inventory by advertising "Up to 75% Off Everything in the Store."

Money Mailer helped the client develop a message and creative one-to-one piece that addressed its temporary need to sell merchandise because of storewide renovations.

OUR APPROACH

Money Mailer helped the client develop a message that addressed its temporary need to sell merchandise because of the renovations. This called for a targeted marketing effort with an aggressive offer.



One-to-One Postcard

OUR SOLUTION

Money Mailer and Fawn Jewelers decided to do two postcard mailings to households located near the store; first to 22,000 households and the second to 7,500. They used an affordable 8 1/2 x 5 1/2 inch postcard to maximize the number of cards they could send while staying within the client's budget. The first postcard drop strongly emphasized the 75% discount.

THE REAL BOTTOM LINE

The response to the first mailing was so overwhelming that there was little merchandise left to discount. As a result, the second mailing was completely unnecessary. The first postcard drop generated returns well beyond the expectations of Fawn Jewelers. Now that renovations are complete, the store will continue to advertise through the shared-mail envelope and will send out another 30,000 postcards with less aggressive offers.

The response to the first mailing was so overwhelming that there was little merchandise left to discount, making the second mailing completely unnecessary.

"By working closely with Fawn Jewelers, we were able to develop a message that could meet their immediate needs. The resulting campaign generated returns beyond their expectations."

Tom Baber, Owner
Money Mailer of Union County, NJ

