

Direct Mail Case Study



Are you Aussie enough?

Sector & Brand: Food Retail
Country: UK
Date: December 2009

Background:

Who was the advertiser?

Foster's lager is a world-famous Australian brand with an international distribution for the 5.2% abv beverage that is popular both in the US and Europe. In the UK alone, Fosters have been selling around 5 million hectolitres each year which makes it the second best selling beer with Carling at the top spot. Promotion of Foster's beer and the brand often focuses on playing on the relaxed Australian 'no worries' attitude in order to boost sales.

What was the challenge?

The challenge was to take the laid back attitude of the brand and convert it into a sales-boosting marketing campaign.

What were the objectives of the campaign?

The campaign aimed at reaching out to the target audience, raising brand awareness and reinforcing the brand image on the younger demographic to safeguard future sales.

Who was the target group?

The target audience was the age group of 18-24 year olds who drank lager.

The campaign in detail:

Which media were used?

The campaign was a cross-media multi-channel campaign including direct mail, and online website promotions.

What was the mailing approach?

Mail packs were sent out to the target audience in the UK, purporting to come from a solicitors firm.

What was the creative concept?

The mail pack creative concept was in effect a clever joke to give the campaign a humorous engaging factor. The recipient was told he may be eligible to inherit a year's supply of Fosters from a possible Aussie ancestor. The direct mail channelled recipients onto the website to take a test to enter the prize draw.

Also included was a letter suggesting that Bruce Foster may have been the recipient's grandfather, along with a 'Sizzling Sheilas' magazine, supposedly from 1949 with suggestive female poses inside with the subtitle of 'The no worries magazine for bonzer Aussie blokes.' It proved to be an innovative creative eye-catching way of getting people's attention to appeal to male instincts and increase consumer interest in the brand.

The results

- The campaign achieved a response rate of 18.37%.
- Impact research after the mailing found that mailings have achieved 99% open rates.

