

## Direct Mail Case Study

# COOP



Sector & Brand:	Retail, Coop
Country:	Switzerland
Campaign Date:	2010

### Background:

#### Who was the advertiser?

Coop is a Swiss retail chain specialising in the sale of food and drinks. The brand also has an online supermarket.

#### What was the challenge?

Coop wanted to generate new customers and new sales in four retail outlets in Switzerland.

#### What were the objectives of the campaign?

- » Generate in-store traffic
- » Increase sales in four retail outlets compared to the year before

#### Who was the target group?

The target group consisted of people living nearby the retail outlets of Ebmatingen, Emmenbrücke, Rotkreuz and Thalwil, all located in the centre of Switzerland.

### The campaign in detail:

#### Which media were used?

The campaign was an unaddressed mail-only campaign.

#### What was the mailing approach?

Coop wanted a campaign with a high visibility and a high reach and selected to use the unaddressed mail service.

#### What was the creative concept?

The unaddressed mail item contained a coupon and was not put in the receivers' letter boxes, but was attached to the edge of the letter box. The unaddressed mail item was folded, so that the mail pieces was visible from a distance and receivers were able to read the central message and the coupon before opening their letterbox.

### The results:

- » 2.5% coupon redemption
- » Sales revenue was 30% higher than the year before

