

CASE STUDY

PROVING NEWSPAPERS WORK: LOCAL RETAIL

The Challenge

A local retail store, Touch of Gold (jewellery), was faced with the important Christmas season approaching. It needed to stand out from its competitors - as many of the ads in the market looked and felt the same. Furthermore, its ad creative needed to be less intimidating to new customers without alienating existing ones.

The Objective

To create a local advertising campaign that would present the retailer in a unique and positive light. This would drive more traffic to the store during the holiday season.

The Plan

For this local retailer, the media plan included local newspaper advertising supported with in-store posters to reinforce the brand positioning. Furthermore, as men are the main purchasers of jewellery, the ads were placed in sections of the paper with the highest male readership - the finance and sports sections. Given this choice, creative executions would be designed to match with this placement.

The Creative

Touch of Gold hired a local agency to create a powerful campaign for the retailer. The creative was built on the insight that “the gift of jewellery has the power to transform even the most ordinary man into a hero.”

Furthermore, love can be challenging and throughout history men have gone to great lengths to attract and keep the attention of women. Jewellery has the uncanny ability to make the process go so more smoothly.

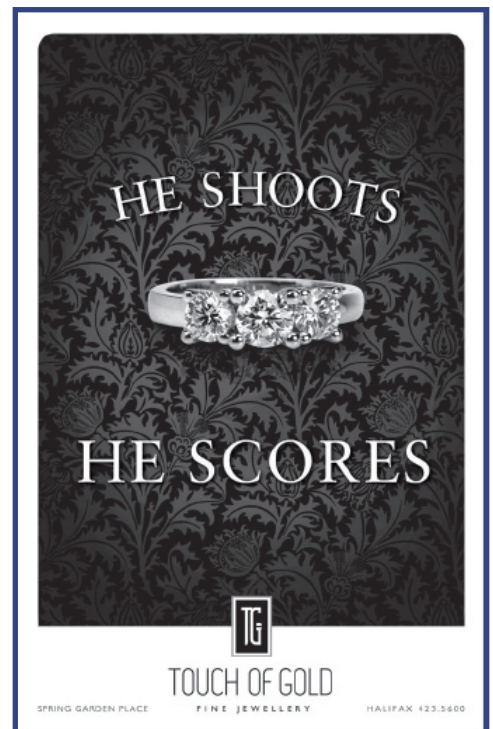
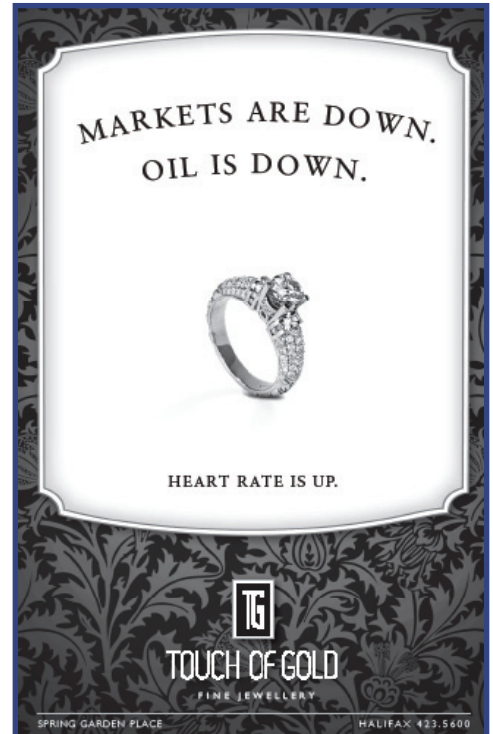
A number of creative executions were created. They are classy and elegant through their design (i.e. clean execution with traditional wallpaper background) combined with a charming sense of humour.

The Results

The newspaper and in-store campaign exceeded the Touch of Gold's expectation! Traffic to the store increased as did the word of mouth. Local residents looked forward to seeing the next newspaper ad in the series. Some customers even clipped the ads and brought them to the store to compliment the retailer – and look around.

When the creative and media work together, there is a synergy that is untouchable. We were thrilled with the results of this newspaper driven campaign.

- Touch of Gold.



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