
a photolink creative group presentation

turning

a new

page

the role of the catalogue
in today's multi-channel
retail landscape.

the
resurgence
of the catalogue

Chapter:

one

The
catalogue
sector is
BOOMING
again.

over the last 12 months,

sales have
increased
by 23%

**In the UK alone,
traditional catalogue
sales over the last
year have increased
by 23% to over
£4.9 billion, with
over 17 million
people in the UK
placing orders.**

(Mail Media Centre)

a new lease of life

Industry experts thought that e-commerce would kill the catalogue.

But nothing could be further from the truth.

In actual fact, the rise of online shopping has given catalogues a new lease of life.

Successful retailers



are already exploiting the two channels in tandem.

catalogues
are driving
traffic online.



Consumers frequently use catalogues to support and clarify online content.

Marketers, therefore, are investing huge amounts of time, energy and resources into the medium.



outmoded?

Far from being outmoded, the catalogue sector now has a **leading role** to play in the future of e-commerce.

catalogue +

online =

increased

sales

Chapter:

the power
of print

two



touch.

A freshly-printed catalogue offers the consumer a unique sensory experience, providing reassurance and brand reinforcement in the process.

own.

A catalogue is empowering. Potential customers can peruse them in their own time - wherever they like - without having to switch on or plug in.





share.

**Catalogues can be shared too,
and used as a visual shopping aid
with an illustrated price list.**

These are just a few reasons why

80%

of consumers who engage with both catalogues and online tend to purchase more after receiving brand literature.

(Intel, 2011)

push.

**Catalogues are therefore being increasingly
used as a push medium, prompting
consumers to **order online.****

Retail websites currently provide the fastest and most convenient way to place orders of any size.

With a catalogue working in harmony with a retail website, a greater sales performance is achievable.

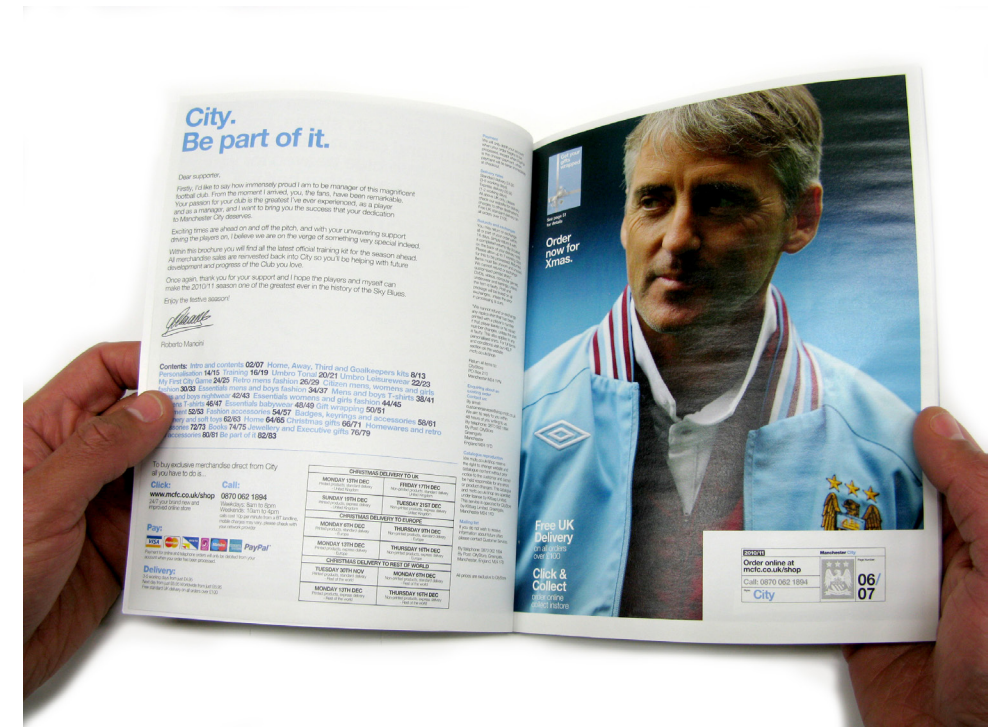
**the best of
both worlds**

The so-called “flick to click” phenomenon is currently witnessing around 45% of online shoppers consulting printed materials before making their purchase electronically.

(LS:N, an online news and consumer insight network, 2011)

As more retailers start to build a strong multi-channel offering, this percentage will no doubt increase.

the result?



Chapter:

the evolution
of the catalogue

three

It's more important than ever to create a complete brand experience for your target audience.

brand experience



One of the best ways to create a complete brand experience is through a

brandzine

catazine, or magalogue.

Whatever you want to call it, a showcase of rich editorial content that's relevant to your brand and audience is essential.



Brandzines help brands to become more human - giving them a “face” and a tone of voice.

They offer an effective way to widen appeal, build a sense of character, and engage customers.

brand personality

Brandzines acknowledge the fact that consumers want to build relationships with brands. They are immersive and engaging, bringing people closer to the offline experience.

build
relationships

Brandzines offer an alternative sell to traditional consumer publishing. Specialised content makes the customer feel part of a like-minded group.

bespoke

content

Leading players are so convinced by the power of brandzines that the UK customer publishing sector is forecast to be worth £1bn by 2013.

(Intel, 2011)

billion pound
industry

Customer publishing is just one element to a successful multi-channel approach. To make real progress, it's essential to integrate across all channels.

multi-channel progress

Thankfully, multi-channel progress has never been easier.

Creative collateral can now be generated smoothly and cost-effectively providing consistency across different platforms.

For instance, a photo shoot can generate:

**catalogue images
website content
videos and rich media
brandzine imagery
marketing collateral**



Catalogue Image



Video and Website Content



Rich Media Image



Brandzine Imagery and Marketing Collateral

As retailers move towards greater multi-channel integration, the humble catalogue is evolving faster than ever.

Chapter: case studies

four



**When it comes to multi-channel retailers,
there are market leaders.**

case study:

osos

THE ONLINE FASHION STORE

case study: ASOS

The main marketing investment by ASOS is the company brandzine.

It has proved so successful that it has become the UK's second largest women's fashion title (behind Glamour Magazine).

(Mintel, 2011)



ASOS Magazine's circulation has reached 500,000 and even boasts a significant revenue stream – advertising income has rocketed from £1m in 2009 to £2.3m in 2010.

Recently, ASOS launched its mobile site, which already accounts for 7% of online visits. This figure is expected to rise to between 20 and 30% within three years.

(ASOS, 2011)

**500,000
readers**

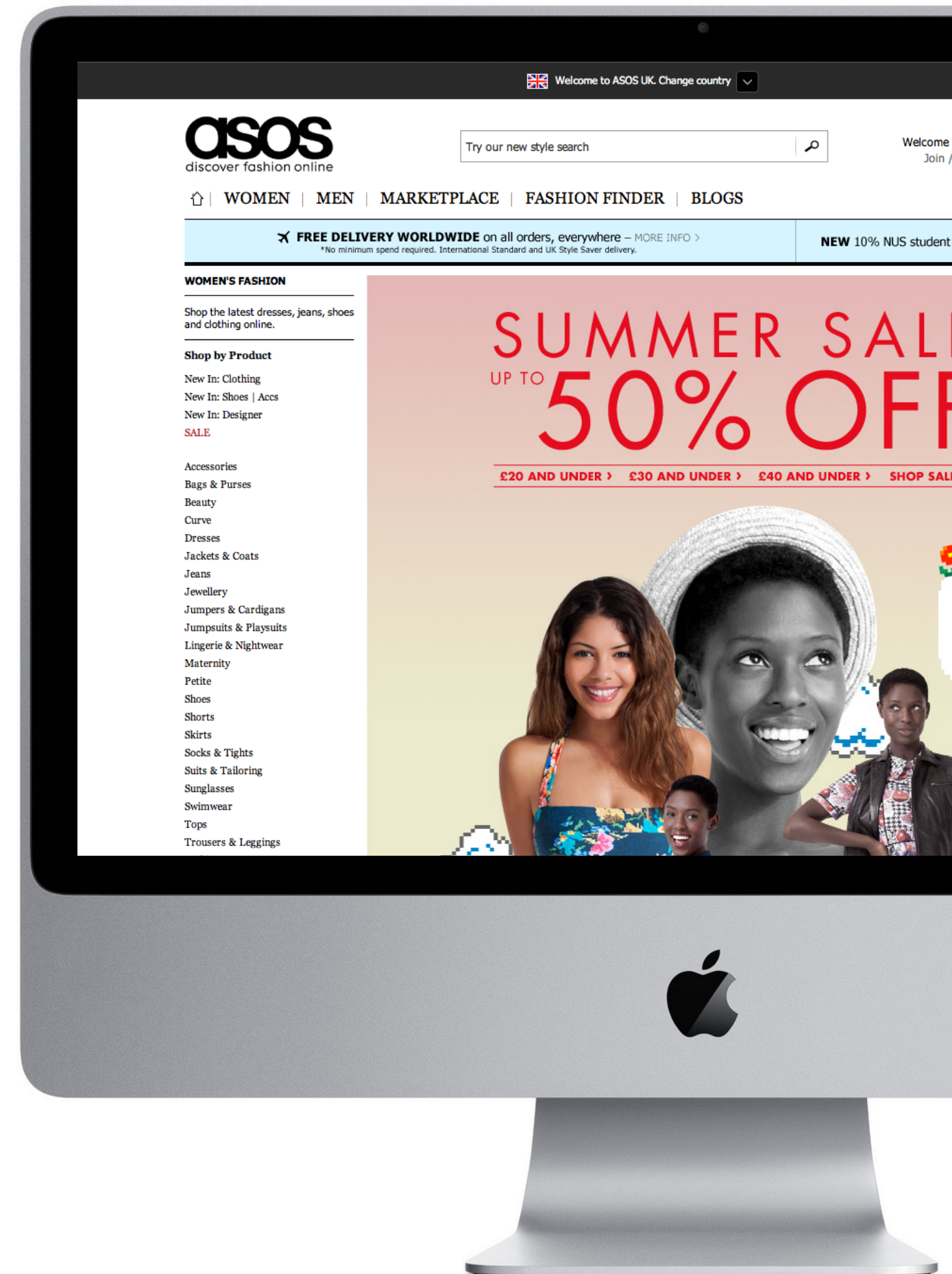
case study: ASOS

All of this has helped ASOS' UK sales to grow by 25%. Impressive in itself but global growth has been truly extraordinary.

(ASOS, 2011)

International sales have risen by 142%, making ASOS the **third most visited fashion retail site on the planet.**

(Internet Retailing, 2011)



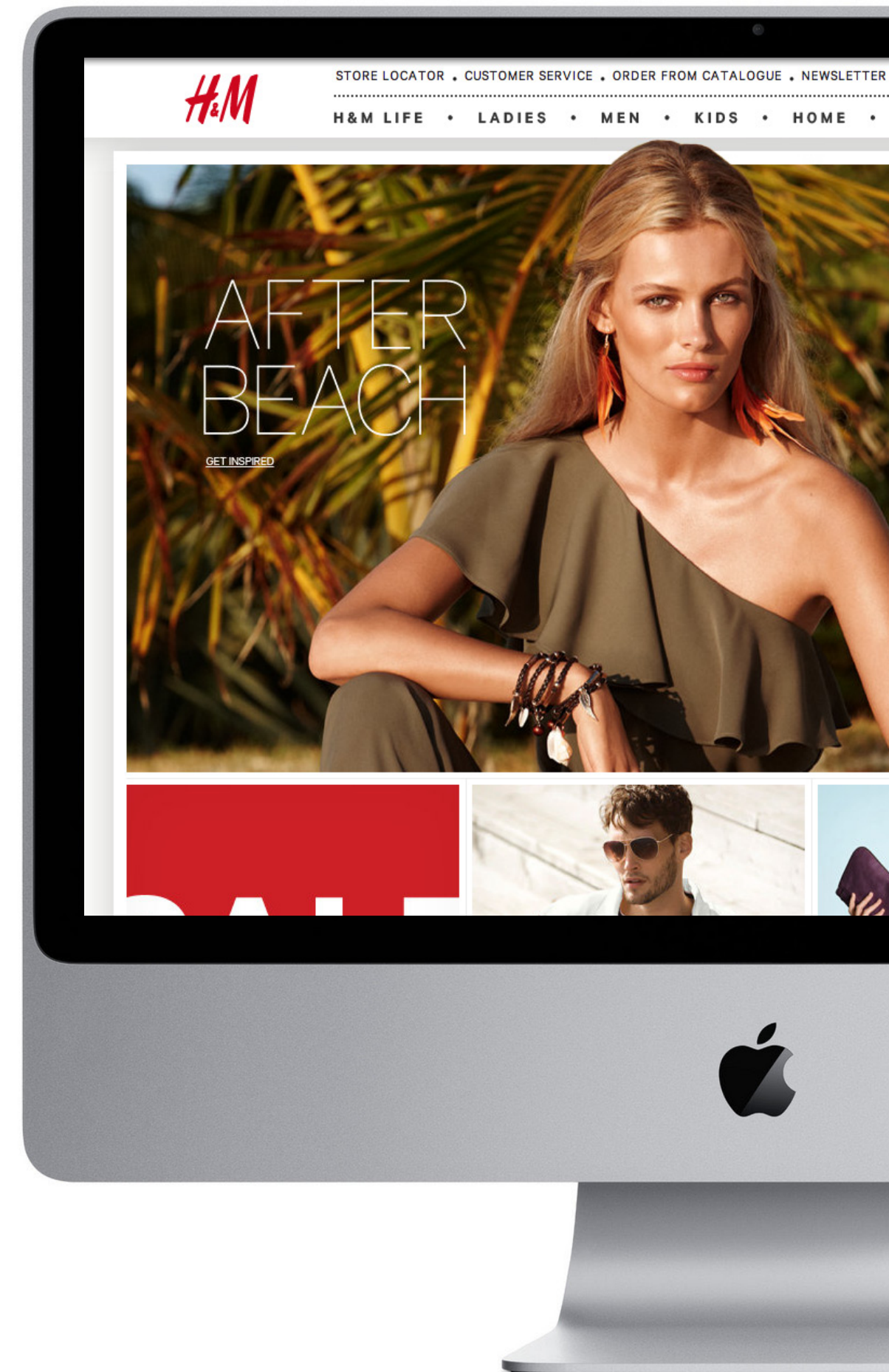
case study:

H&M

case study: H&M

Established high street names like H&M are rushing to join the multi-channel revolution. The Scandinavian fashion giant has recently launched its **first ever UK mail order catalogue** to support its recently-launched online shopping site.

H&M has already enjoyed multi-channel success in Sweden, Norway, Finland, Denmark, Germany, Austria and the Netherlands.



case study:



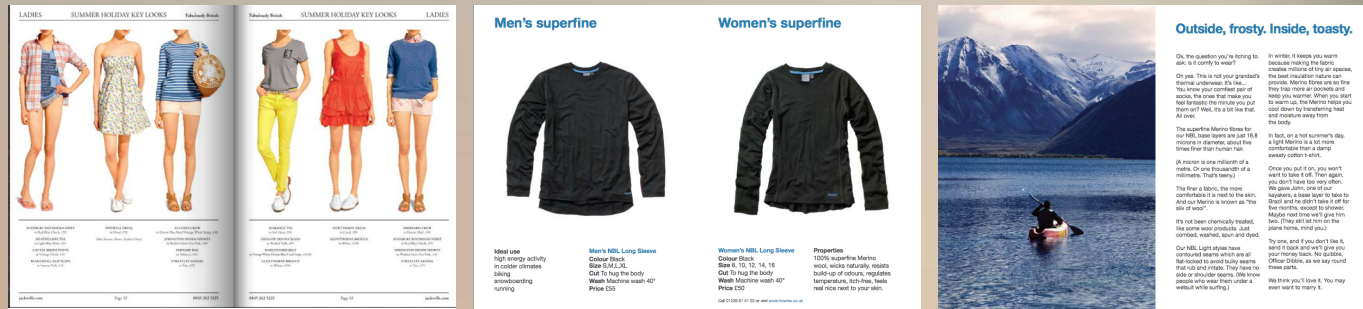
case study: Shop Direct Group

Shop Direct Group, meanwhile, is seeing significant gains with Very.co.uk. Without any promotion, m-commerce has grown from **3%** of the brand's sales to **5%**.

In March 2010, Shop Direct's mobile sales were under £1m. By March 2011, they totalled £5m. The retailer is forecasting that this figure will quadruple over the next few years.

(Retail Week, 2011)





Jack Wills®
University Outfitters howies®

Niche brands are embracing multi-channel too. **Jack Wills** and **Howies** are targeting their audiences through a multitude of different mediums, including videos, events and brandzines.

B A R N E Y S
N E W Y O R K

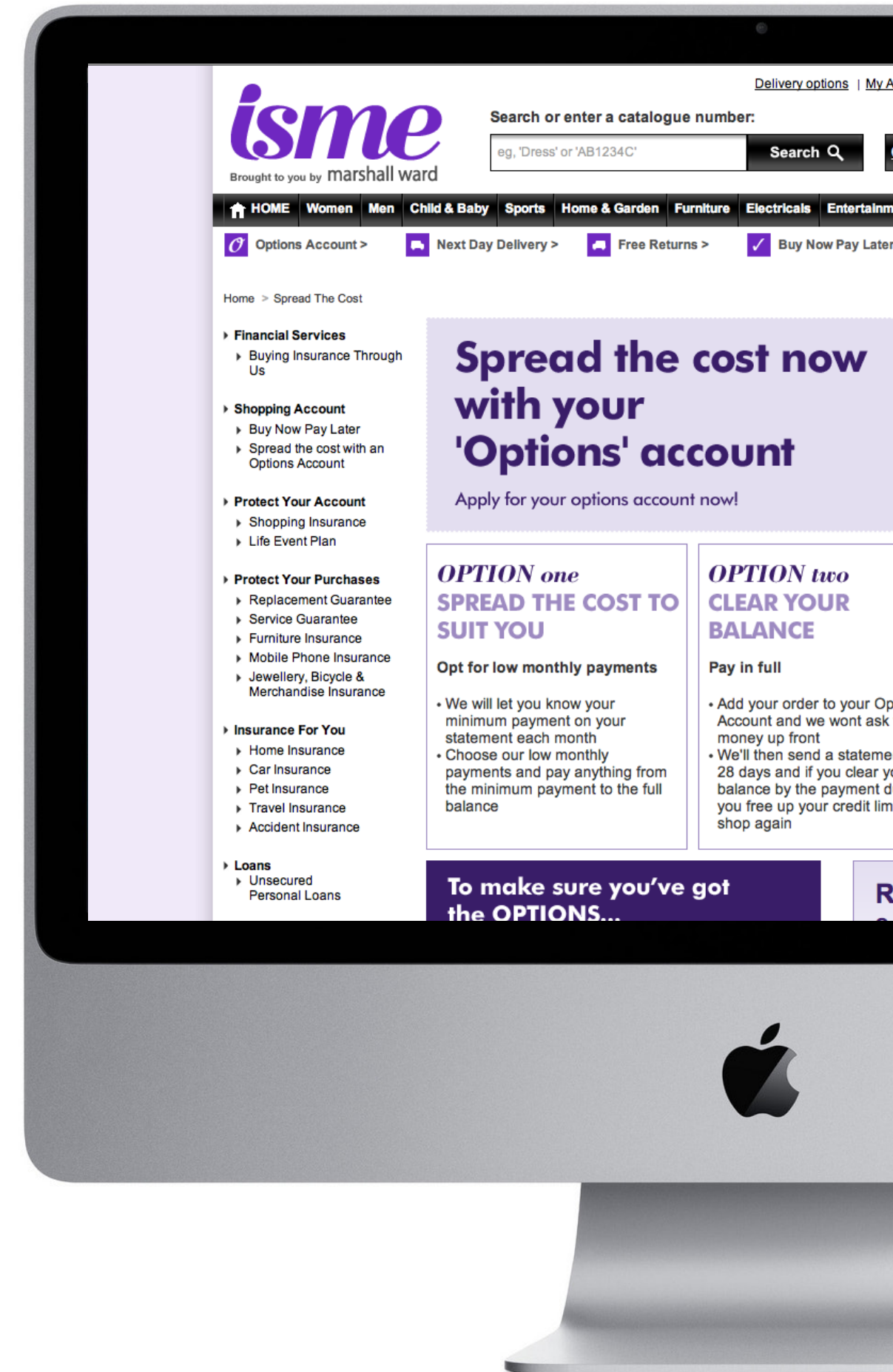
SELFRIDGES & CO

In the luxury market, **Barneys** (US) has its own **e-zine** and **Selfridges** (UK) is launching an online editorial platform alongside its upcoming e-commerce site.

Some notable multi-channel successes are being achieved by newly-launched brands. When the Shop Direct Group launched mature women's brand **Isme** earlier this year, it acquired 6,000 new unique visitors a week, with

95% of consumers requesting a catalogue.

(Retail Week, 2011)



All of the brands benchmarked in this section are currently analysing ways to generate ever greater sales through technology.

And, whatever their target audience, they're united by their ongoing dedication to the catalogue.

Chapter:

let's get personal

five

**“Welcome to the age
of Brandtocracy, where
brands must be more
democratic and human
to gain consumer appeal.”**

(LS:N, 2011)

Multi-channel marketing is all about increasing audience engagement. To that end, we're seeing the rise of a truly participatory brand culture.

engagement

Leading retailers are exploring ways to replace traditional online buying mechanisms with more collaborative, immersive and engaging methods.

This is becoming more and more effective because the second generation of e-shoppers doesn't distinguish between online and offline shopping.

(ASOS, 2011)

e-shoppers

**“Hello Jeff,
you’re a tough nut to
crack. How about 20%
off your next purchase?”**

(Johnnie Boden)

**This is the kind of message that retailers like
Boden are sending to lapsed customers.**

**Personalised emails, mailings and landing
pages can be combined with accurate analytical
reporting to give marketers an immediate insight
into campaign effectiveness.**

Making life even easier for consumers, it's now possible to offer instant access to products they want. One way of doing this is through links on electronic brandzines (e-zines), which can be viewed using e-readers like [iTunes](#) and [ebook.com](#).

Retailers are also broadening their exposure by uploading video content to sites like [YouTube](#). This is a highly effective way of introducing brands and products to potential customers.

e-zines

social recommendation

One selling channel that's growing exponentially is social networking. Top brands all over the world can now interact directly and personally with their target audiences through sites like **Facebook** and **Twitter**.

Consumers then become ambassadors for brands by “liking” them. Through this social recommendation, brands can reap the potent rewards of **word-of-mouth**.



With increasing personalisation, retailers can present a more tailored offering. After all, consumers only want what's relevant to them.

They like saving time and effort too, so they'll naturally spend more money (as much as 6%) with brands that make their lives easier.

(LS:N, 2011)

tailor-made

To summarise, let's turn to our friends at Lifestyle News Global (LS:N), the online news and consumer insight network, who say:

“Faced with myriad brands competing for their attention, consumers are seeking products and services that meet their needs quietly, efficiently and simply through a variety of channels.”

Chapter:

future trends

six

**While it's
never easy
to predict
the future,**

**there are some key multi-channel trends
that we can predict with relative certainty.**

Niche multi-channel retailers can achieve brand recognition similar to that of fashion giants **Louis Vuitton** and **Gucci** by marketing themselves effectively on social networking sites like Facebook and Twitter.

Social commerce is therefore allowing companies of all sizes to listen and react to trends and the needs of their consumers and grow revenues along with reputation.

(LS:N, 2011)

social commerce

“You have to be global in reach yet quintessentially local in terms of communication, image – everything.”

(Sue Whiteley, CEO Givenchy)



qr codes

One method of achieving this kind of locality is through the use of QR (quick response) codes, which consumers can scan with an enabled smartphone and purchase products wherever they are. QR codes can be positioned on:

brandzines
fashion magazines
outdoor advertising
and more.

Apps like GetFugu and Scanlife take this proposition a step further, enabling consumers to scan actual products with their smartphones in order to receive information and offers relating to the item.

It's not just about products and codes either. LS:N predicts that, by **2015**, consumers will have access to **mobile wallets** - an innovation that will turn mobile phones into credit card scanners.

apps



The advent of augmented reality (AR), has now given retailers the potential to use computer-rendered sensory output to create **immersive, engaging 3D rendered brand offerings**.

This technology can bring to life everything from press ads to billboards and will bring customers closer to your product and brand.

(UR AR, 2011)

augmented reality



The constant hunt for a more personal and relevant brand offering is the main reason online retail sales have been on the rise across the world.

In 2014, sales are forecast to hit \$240bn in the US, €150bn in Europe, and £50.5bn in Britain.

To illustrate the sheer scale of global opportunity, the UK accounts for just 3% of global internet traffic.

(Centre for Retail Research, 2010)

global overview

So it's safe to conclude that companies who begin to strategically integrate their marketing efforts and invest in suitable technology will be at a significant advantage to the competition over the next few years. In short, the future looks bright for multi-channel retailers.

And, as Abraham Lincoln once said,

**“the best thing
about the future is
that it comes only
one day at a time.”**

going forward

Responding to these developments across the multi-channel retail landscape, creative agencies are now re-engineering their approach by offering clients a truly integrated service that echoes the marketplace.

Thank you

for your time and attention.

John Whalley

Group Creative Director
john.whalley@photolink.co.uk

Charles Haworth

Business Development
charles.haworth@photolink.co.uk

The Old School House,
Thirsk Street,
Manchester,
M12 6PN,
United Kingdom
t: +44 (0)161 273 7551
e: info@photolink.co.uk

www.photolink.co.uk

The content and format of this presentation are the intellectual copyright of Photolink Creative Group and third-parties on its behalf. Except when explicitly permitted under written agreement with Photolink Creative Group, no portion or element of this presentation may be copied or retransmitted via any means and all related rights shall remain the exclusive property of Photolink Creative Group and third-parties acting on its behalf.

photolink
creative
group