

# MYER



## The Brief

- Bring to life a personalised Christmas catalogue
- Increase engagement, loyalty and spending from Myer's top tier customers
- Amplify Myer's wider Christmas campaign

## The Process

- Provide Myer with strategic advice and guidance on unique and innovative approaches to personalisation
- Create 40,000 catalogues, each with five unique personalisation points
- Develop an extensive delivery schedule and quality control processes

## The Outcome

- A unique, personalised catalogue for top tier Myer One members including their name, local store and loyalty status
- Drove increased customer loyalty
- Smart data collection to deliver greater customer insights

## Marketing Services

Strategic Advice:



Specialty Finishes:



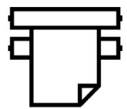
Perfect Binding:



Personalisation:



Web Offset Printing:



Distribution:



Innovation:



Quality Control:



**MYER**  
GIFTORIUM

# WHERE CHRISTMAS COMES FOR CHRISTMAS

## The Outcome

The 2016 Myer Christmas catalogue delivered outstanding customer feedback from premium Myer One members and helped drive up spending during the campaign period.

The catalogue, with multiple points of personalisation, gave Myer a strong point of difference in the saturated Christmas retail market and created a two-way loyalty perception between the business and its top customers.

The innovative approach, strategic account management and seamless campaign delivery demonstrated by IPMG throughout the project is amongst reasons why the group was honoured as Myer's Marketing Supplier of the year, Media and Content.

## The Full Story

Myer wanted to kick-start the 2016 Christmas shopping season with a special, personalised catalogue for top tier customers.

Production specialists at IPMG assessed campaign needs and advised Myer on the most innovative solutions to maximise the strategic impact of the activity.

The personalised catalogue brought to life in highest quality print, Myer's wider 'Giforium' campaign.

The name of selected Myer One customers appeared on the front and back covers, while their local store appeared on the inside cover. Two further points of personalisation also featured in prime locations elsewhere within the catalogue.

Once the materials were printed, IPMG took on the challenge of ensuring delivery to each of the 40,000 individual customers.

Through IPMG's on-site Australia Post facilities, unique barcodes were applied to individual products. Deliveries were accurately tracked and completed in full and on schedule.



IPMG is a leader in the print industry who provides exceptional service to Myer daily. They are an agile partner who delivers new and innovative ways to communicate to our customers through print.

Natalie Warren-Smith  
General Manager Brand and Consumer Strategy