



WANT TO INCREASE SALES? GET A CATALOGUE.

73 PERCENT OF US THINK THEY'RE HELPFUL.

In October 2019, **The Real Media Collective** announced a first for the New Zealand market - the development of a media currency for Catalogues and Letterbox marketing. We sit down with **Kellie Northwood**, CEO to discuss the latest research release and the power of the humble catalogue.

In an era of media disruption, declines are hitting all media channels – digital is under more scrutiny than ever before, with major global brands Proctor & Gamble to name one, pulling hundreds of millions of investment in digital advertising, newspaper circulation is declining in double digits and magazines are repurposing to maintain broader engagement and readership – however over the past five years catalogue investment has increased. That's correct, albeit a modest 5.2 percent, Roy Morgan have found this channel has performed very well in a volatile market. So why is the humble catalogue so powerful? And how can all brands, not just the supermarkets and discount department store catch a piece of this puzzle?

"Catalogues have long carried the 'unsexy' label across all the media channels, however I often remark that we are the hardest working mass-channel available to brands and retailers, and the ones using the channel, know it," commented Northwood.

"Our resilience lies in holding strengths other channels do not and that is the key. With more channels entering the market, each channel must have a unique strength to remain relevant in a landscape where more and more marketers are balancing tight budgets. Catalogues hold

unique traits – we are considered a 'useful' media channel. Consumers complain if they don't receive a catalogue, they look to catalogues as research, filled with information about best price, best product range and best quality," furthered Northwood.

And it's not simply lip service, we exclusively report, the latest findings from Roy Morgan surveys to New Zealanders. 55 percent of New Zealanders 14+ (2.2 million) have read a catalogue (across both physical and digital platforms) in the last four weeks and of these readers 38 percent make a special trip to the store to buy the product they saw in the catalogue. 51 percent use the catalogues to compare prices and then 46 percent purchase the product next time they are in store.

The linkage between printed and digital catalogues are also seamless with 52 percent of readers visiting the store website following their reading experience and 49 percent at least sometimes keep a catalogue for future reference. Of this, 42 percent keep their catalogue for less than a week and 36 percent keep their catalogue for 1-2 weeks and 16 percent keep them for longer than 1-2 weeks.

"Whilst we recognise the power of catalogues in the path to purchase, particularly in attracting non-targeted audiences, we also

find great delight and intrigue in why Kiwis read catalogues. They report that they look to 'new ideas', catalogues are 'helpful' and 'stress-free'," commented Northwood.

The latest research shows 73 percent of New Zealanders believe catalogues are a helpful shopping tool, 67 percent believe catalogues are a stress-free way to browse or window shop and 62 percent read catalogues to discover new products.

"The challenge we have is many brands don't think they could sell via a catalogue, however I challenge that 'old school' thinking. Catalogues today are filled with talent, content and styled photography. Consumers report buying cars, kitchens and gathering styling tips from catalogues, to all brands out there I say – don't limit yourself, embrace a channel that works," concluded Northwood.

Perhaps, this humble catalogue is the quietest achiever of them all and maybe we need to look to entering this sector on our terms – a branded, content-rich and well-received catalogue might well be on the cards. □

For more information visit therealmediacollective.com.au or for the NZ Catalogue and Letterbox report contact: +613 9421 2296 or hello@thermc.com.au