



Kellie Northwood
Australasian Catalogue Association CEO

Kellie is the CEO of the Australasian Catalogue Association (ACA), representing a \$2.5 billion industry. She is an advocate for the effectiveness and sustainability of print media as a relevant communication channel to market. Kellie also heads up Sierra Delta, a brand and communications agency in Richmond, Melbourne, and TSA Ltd, a not-for-profit industry organisation promoting the efficacy and environmental credentials of paper and print.



Engagement and sales growth: the catalogue effect

With technology growth and omnichannel experiences, retail industry marketing is undergoing disruption. Nonetheless, research and experience show that in the marketing mix, the modest catalogue remains the most effective and resilient media channel for the retail industry. This is particularly true for the liquor retail sector.

The liquor industry represents \$12.7 billion in Australia, and marketing within this sector is highly competitive and versatile. Rising to the challenge, retail marketers have successfully adapted their strategies to thrive within the new constraints of a disrupted sector.

Not only do catalogues drive sales, they also offer an opportunity to draw customers into a brand's world, giving them an experience that goes beyond the shop window.

At the latest ACA Annual Catalogue Awards, finalists in the Liquor category produced outstanding entries, proving liquor retailers continue to develop their catalogue toolkit to deliver strong sales and engagement results with customers.



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Catalogues have evolved to be more personal than ever before, including pagination by geography and demographics or image personalisation by gender or audience group. Retailers now know that in order to capture their customers' attention, they must have relevant content.

As Roy Morgan Research reports, liquor catalogues are high performers in terms of driving sales. In Australia, they are read by more than 1.7 million consumers every week and appeal to all socio-economic groups. With 34 per cent of readers buying something featured in a liquor catalogue weekly, they are a truly effective medium for this sector.

So what's the secret of liquor catalogues? A blend of high-quality and tailored content to excite and engage customers with inventive marketing strategies.

Market leader Dan Murphy's has adopted a holistic approach to its catalogue strategy based on combining great content with innovative technology. This has been recognised by the industry, with Dan Murphy's winning the 2016 ACA Catalogue Award in the Liquor category in 2016.

"Our catalogue creative is imperative to Dan Murphy's multichannel marketing campaigns," Dan Murphy's Head of Marketing Yolanda Uys said.

Dan Murphy's catalogue campaigns alternate between a tabloid-size

sales-driven catalogue and a premium-quality, content-rich buyers' guide for its champagne, whisky and beer ranges.

Much more than a path to purchase, buyers' guides are meant to raise awareness and educate consumers about product ranges, regions and countries that some may not know of or understand. Ultimately, with its guides, Dan Murphy's helps customers to make well-informed purchase decisions and creates strong connections to the brands.

Entries from the other finalists of the 25th ACA Awards also demonstrate how liquor retailers' marketers are exploring avenues around richer content and customisation.

By aligning product range with distribution areas closest to their stores, First Choice Liquor backs the value of customisation and localised marketing, and it works. Its tabloid format catalogue drives week-on-week sales growth and the greatest sales are achieved by front- and back-page product placement.

Inspired by other sector trends, especially supermarket marketing, Vintage Cellars has released its own 'brandzine', 'Cellar Press', a magazine-format catalogue. By engaging cellarmasters and winemakers to feed the magazine with rich content, it provides high-quality information to 'The Wine Club' customers, the Vintage Cellars' loyalty program.

PALS Seasonal Liquor Guide has also made the choice of content with the creation of product guides around its rum, wine and liquor lines. In addition, it facilitates dialogue between its catalogues and online strategy, offering customers a combined marketing experience.

Thanks to innovation and creativity, we can predict that catalogues will remain strong performers within the liquor industry, ranking number one media most useful when making a purchasing decision for 42 per cent of surveyed Australians (Roy Morgan 'Single Source Australia', 2015). Customers and retailers have built a perfect blend of communication in this sector and it is working for them in brand awareness, but most critically in delivering strong sales. **DW**

About Australasian Catalogue Association

The Australasian Catalogue Association (ACA) is the guardian of Australasia's most vibrant and resilient media channel. It represents catalogues, flyers, leaflets and samples, which perform like no other media across Australia and New Zealand. The ACA acts fairly and responsibly, and promotes the ongoing viability of ACA members. The ACA accepts its role as a major communications media, promoting the use of environmentally, socially and economically sustainable industry initiatives. Visit www.catalogue.asn.au for more information.