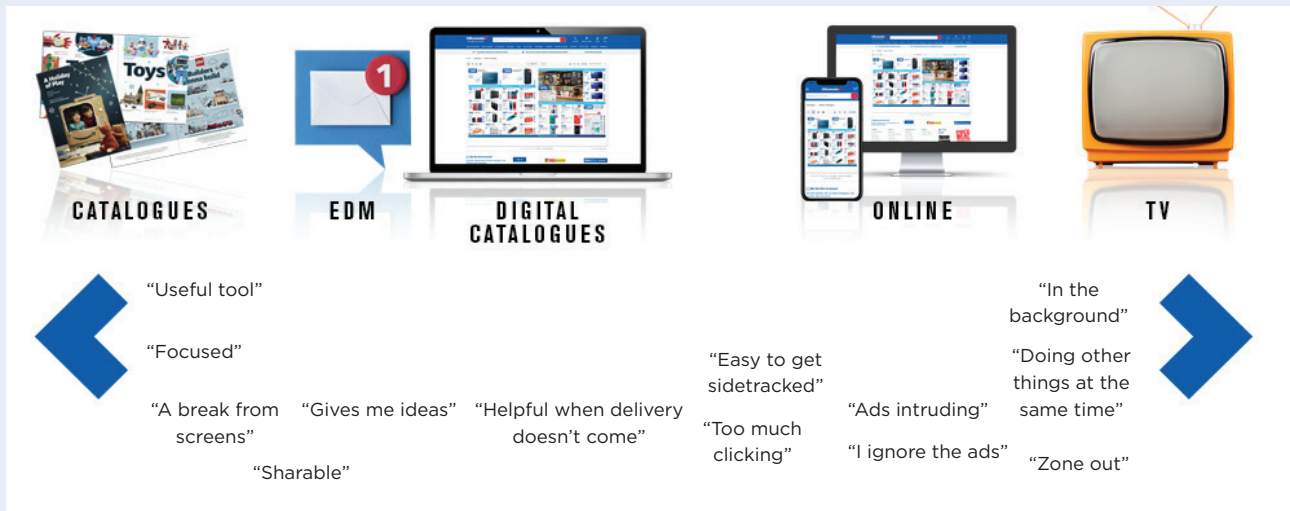


# NEW ZEALAND FOCUS GROUP

## - QUALITATIVE, ROUND ONE

Catalogues drive purposeful, welcome engagement, in contrast to television and online advertising which consumers described as 'intrusive' or 'background noise' easily 'zoned out' from or 'ignored'



### Catalogue and letterbox marketing is a well-established media channel, with a proved track record.

As with all media channels – established and new – catalogue and letterbox must evolve with the consumers they reach to remain relevant, engaging and most critically effective. Keeping this in mind and working in partnership with Roy Morgan Research, the Collective has explored the voice of customer across focus groups in both Auckland and Wellington to determine the strengths, weaknesses and opportunities of catalogue and letterbox marketing in a modern media world.

The voices were clear - catalogues are seen as a 'useful' media that assist New Zealanders who are seeking the 'best value' and 'inspiration' from their catalogues with an expectation that they will arrive. In fact, the complaint about catalogues was then they weren't received. Consumers outlined that they contacted retailers and complain when they do not receive their catalogues and reported that they share with their friends and family members should catalogues not have been received in another area. This sought out need for a mass media channel is indeed unique. Imagine viewers ringing up to complain if free to air television didn't play advertisements within a program? It is almost foolish to write the words, such an opportunity would be celebrated, however the usefulness of catalogues finds consumers seeking them out – actively.

The usefulness is mainly attributed to two areas, the first being value, with catalogues seen as providing the 'best value' or 'price' guide. Catalogues are used weekly to determine meals, determining where to shop, product range and value with a commitment from families on a budget to use the catalogue as a research and comparison tool. The grocery sector remains a strong catalogue investor and in return gain strong customer loyalty, appealing to the usefulness and price research behaviours.

The second key attribute of catalogue and letterbox marketing is the 'inspiration' trigger from catalogues. Lookbooks, brandzines, food publications and more are sharing ideas and inspiring consumers to think beyond price points and explore product range and lifestyle improvements. Styled shots showing a new, and affordable, bedroom layout sends aspirational messages to consumers to 'update' their boudoir and explore other product ranges within the retail store.