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Terry Lee
Vice-President of Marketing
Centennial Windows

Centennial Windows Ltd.

Canada's Most Trusted Name In Windows...



Background

Founded in 1981, Centennial Windows quickly became the window and door manufacturer that many homeowners in Ontario recognize and trust. Based in London, Ontario, and with 11 showrooms across the southern part of the province, the company has an enviable reputation for building and installing high quality, energy-efficient windows and doors.



Marketing strategy and challenge

Centennial Windows distributes the majority of its direct-mail advertisements as newspaper inserts. However, when it was gearing up to run its popular “Heat your Home for Half” fall promotion for the third year in a row, the company wanted to be sure it reached homeowners who had not been receiving their advertising messages in the past, particularly those in rural areas. That’s when they turned to Canada Post—and the Unaddressed Admail service.

Client: Centennial Windows
Sector: Home improvement
Goal: To reach increased numbers of homeowners, particularly those in rural areas
Solution: The Unaddressed Admail™ service



Canada Post solution

In consultation with Canada Post, Centennial Windows determined which areas to target based on the company’s target market of single-family homes over a certain age.

“We selected the 490,000 homes with the highest cumulative penetration rating from all homes that met our criteria,” says Terry Lee, vice-president of Marketing at Centennial Windows.

These homes were then used to determine which areas to target, and an Unaddressed Admail piece was sent to every home in each targeted area. The multi-channel fall promotion was supported with television advertising and the company followed up with telemarketing.



Results

Overall sales during the promotion were slightly higher than the previous year’s promotion, which used newspaper inserts instead of the Unaddressed Admail service. However, fewer flyers were distributed during the campaign, which indicates a better response rate.

One campaign result was particularly significant for Centennial Windows. “We noticed a marked increase in rural responses, and the leads were generally for larger projects and tended to have less competition,” explains Lee. “To obtain higher penetration, particularly in rural areas, we would recommend the Unaddressed Admail service from Canada Post as a supplement to flyer distribution through newspapers.”

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