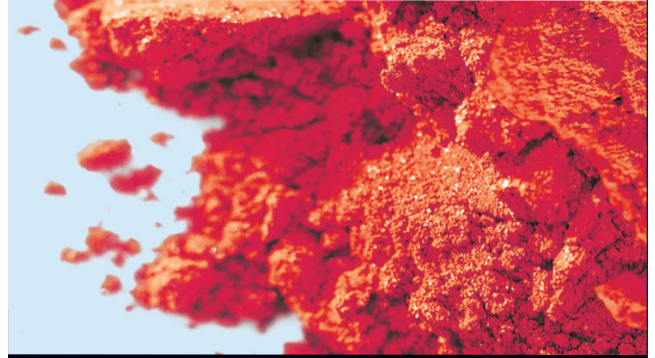




Direct marketing at Garnier: a **tool for building** the future



Garnier, a well known cosmetics company, wanted to continue expanding its brands in Canada. In a mature, stable market such as hair colouring, however, the company must double its efforts to increase its market share. Rather than opt solely for television advertising, a traditional vehicle in this field, Garnier took a bold step and also invested in direct marketing, a tool that proved to be worth its weight in gold – and more!



Bold Targeted Coordinated

Recruiting and education

The main goal of the Garnier Hair Colour team was to recruit new consumers for its 100% Color®, Belle Color® and Nutrisse® hair colour brands, which target three different markets.

“Our main challenge was to discover who our potential consumers were and how to talk to them. For example, few people know that Nutrisse® effectively hides grey. We had information to convey about each brand and its specific characteristics,” explains Sheila Morin, Head of the Hair Colour group at Garnier.

The campaign therefore included recruiting and education objectives. Garnier and its partner, Stratégies Marketing Direct, a relationship marketing agency, decided to turn to Canada Post,

whose representatives were very familiar with the workings of direct marketing and had a wide range of tools to raise the profile of their customers’ products: addressed and unaddressed items, envelopes and self-mailers, etc.

A bold strategy

In the field of direct marketing, the Garnier team believes in a balanced approach that includes more than one tool. Therefore, it decided to conduct tests to measure the impact of direct marketing on sales of its products and on brand recognition.

“Co-operation must be very close between Garnier, Stratégies Marketing Direct and Canada Post,” notes Mélanie Béland, account manager at Canada Post. “Each party brought its own vision and expertise to the project. Ultimately, we decided to test two types of Admail™ items: one in an envelope with a letter and a personalized discount coupon, and the other a three-panel self-mailer.”

These items also invited consumers to visit the Garnier website or call a toll-free number to learn all about successful, long-lasting hair colour. Finally, for each of these two items, Garnier tested different lists of colour product users.

“Throughout the process, Mélanie Béland solidly supported us,” says Mark Morin, President of Stratégies Marketing Direct. “She is very familiar



with postal processes and is also knowledgeable about direct marketing. She ensured that everything ran smoothly, which allowed us to push our creativity even further."

Convincing results

After three months, the campaign posted excellent response rates, peaking at eight per cent in some segments, far exceeding expectations of two and three per cent.

Moreover, the campaign had an impact on brand recognition, with increases of about 17 per cent. In addition, the important indicators of perception of brand characteristics rose by 100 per cent and more.

The campaign also generated a large number of visits to the Garnier website. "A special address was reserved for this campaign and the rate of new subscriptions to our newsletters proved very encouraging," says Sheila Morin.

In conclusion, this campaign was effective in terms of sales as well as brand recognition. Garnier even won first prize from the National Association of Major Mail Users for its direct marketing campaign in 2005.

"We successfully demonstrated the impact Admail can have on response rates, as well as brand recognition and perception, two factors rarely included in a single campaign. Relationship marketing is a powerful tool," admits Mark Morin.

"We learned a lot from conducting this campaign," Sheila Morin concludes. "Direct marketing will continue to be one of our preferred tools. Next year, we can rely on this year's test results to build an even more effective campaign."

For more information on Addressed and Unaddressed Admail, please visit www.canadapost.ca



The results described are for illustrative purposes only. Results of other initiatives may vary.

™ Trademark of Canada Post Corporation © Registered trademark of Laboratoire Garnier & Cie