

TA Appliance

The Acquisition Admail™ service raises awareness of appliance store



“The Acquisition Admail service has proven to be a great way to build our brand.”

Tammy Barnes
Advertising and Marketing Manager
TA Appliance

OBJECTIVE: Raise consumer awareness and increase customer traffic

PRODUCT: The Acquisition Admail™ service and the GeoPost™ Plus targeting tool from Canada Post

RESULTS: Customer traffic doubled at Barrie store and tripled at Brantford store



Challenge

TA Appliance is a regional independent retailer of major household appliances, barbecues and fireplaces, along with parts and repair services. The company's flagship store opened in Kitchener, Ontario, in 1975; in the past few years, the company opened new outlets in Barrie and Brantford. TA Appliance advertises regularly in newspapers and magazines, and on regional television and radio stations. While these efforts have been successful in Kitchener, they have not increased brand awareness in Barrie and Brantford as quickly as expected.



Solution

To demonstrate the impact of the Acquisition Admail service, Canada Post partnered with TA Appliance on a test campaign. Based on information the company had compiled on its Kitchener customers, Canada Post used its GeoPost Plus targeting tool to identify similar geographic and demographic variables such as income levels of occupants. A list of valid addresses in Barrie and Brantford associated with comparable demographics was then developed. Special-invitation flyers promoting a time-limited offer (discounted prices and free gift of barbecue accessories for all visitors) were mailed to each address on the list—approximately 40,000 in all.



Benefits

Customer traffic at both stores increased dramatically during the promotional period—doubling at the Barrie outlet and tripling at the Brantford outlet. The impact is even more remarkable given that the special offers were not promoted in other media—no newspaper or television ads, for instance. “We're delighted by the response,” says Tammy Barnes of TA Appliance. “The campaign helped us connect with hundreds of new customers and significantly increase consumer awareness of our brand and locations.” TA Appliance plans to incorporate the Acquisition Admail service into future campaigns.

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Want to learn more about the Acquisition Admail service and the GeoPost Plus targeting tool? **Contact your Canada Post representative today.**