



Paris Jewellers | Retail

FELLOWSHIP OF THE BLING

Stories that sparkle boost sales.

Paris Jewellers knows that behind every special occasion is an equally special story – and the company wants to be a part of both.

For its annual holiday marketing campaign, *Moments*, the Alberta-based brand produced a stunning 32-page gift guide showcasing 250 pieces of jewellery and the heartwarming stories behind the purchases – tales of marriage proposals, mother-daughter moments and Christmas morning surprises. Sprinkled throughout the print guide, QR codes linked shoppers to videos that brought the stories to life.

Paris Jewellers sent out 600,000 gift guides via Canada Post Neighbourhood Mail™, precisely targeting its audience based on relevant variables like income level, detached home ownership and distance from store locations.

Further, leveraging its 24 brick-and-mortar stores across Canada and vibrant ecommerce site, the company showcased a consistent brand experience across all channels by playing *Moments* videos in stores and embedding them on their website.

This clever use of direct mail integrated with vivid digital storytelling, along with strong data targeting parameters, created a personal one-to-one connection with shoppers and resulted in a 7% increase in transactions and a 5% increase in sales.

Now that's quite a way to bling in any season.



COMPANY: Paris Jewellers | PRODUCT: Jewellery | COUNTRY: Canada

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