

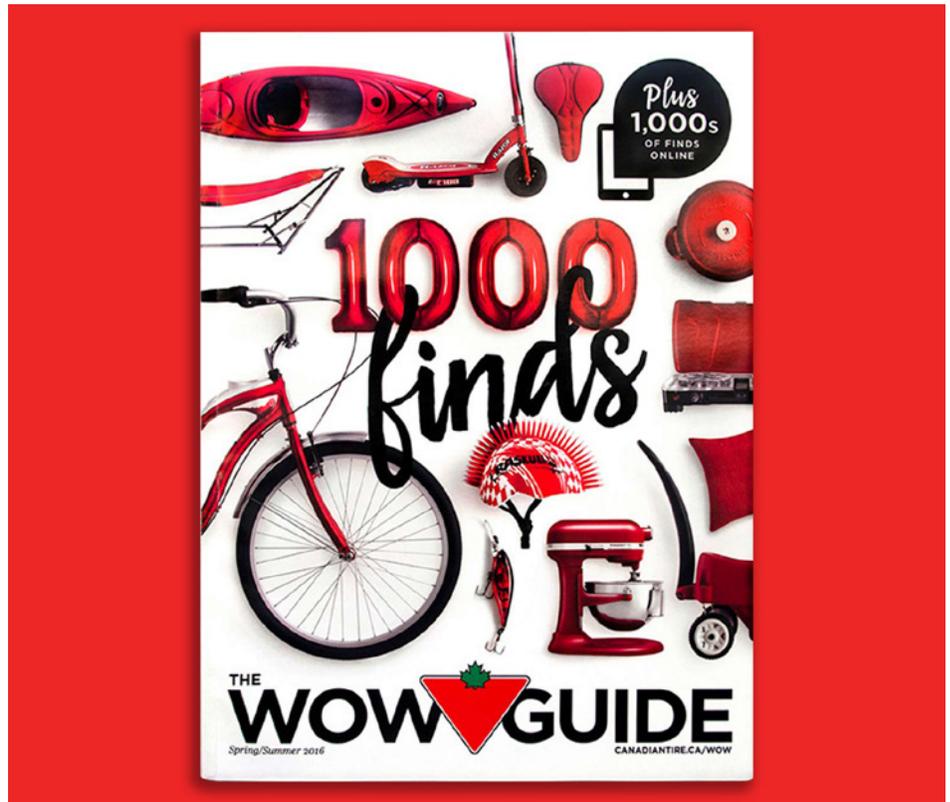
FINDING THE WOW FACTOR

When a leading retailer turns direct mail into a shoppable experience, the wows quickly turn to sales.

In 2016, after a nine-year absence, Canadian Tire mailed 12 million 200-page catalogues showcasing 1,000 products. And they supported the mailing with targeted television ads. By rediscovering direct mail, this iconic Canadian brand was investing in a promotional tool for their digital catalogue. The WOW Guide was a bold move, signalling a new era that would mix the best of physical and digital media to enhance customer experience and provide a clear path to purchase.

A new kind of catalogue emerged, combining augmented reality with print on paper. Using Canadian Tire's mobile app, WOW Guide readers could hover and discover digital content such as product videos and reviews, dynamic pricing or local inventory details, for example. With their interest piqued, customers could make purchases by simply swiping a screen. Immediately after the launch of the WOW Guide, the retailer's weekly online sales doubled across all stock keeping units [SKUs].

And the catalogue continues to wow Canadians. This valuable marketing tool appears twice a year, and now incorporates specific search terms on the page to guide readers to their digital destination. They can learn "How to choose a smoker," find out about "Inspiring outdoor ideas from the CANVAS Patio Collection," discover "How to find the perfect hybrid bike." It's full of relatable images that play into lifestyle aspirations and are reflected in the online and in-store experiences. In a modern marketing mix, there's more than one way to channel success.



CLIENT: Canadian Tire | PRODUCT: WOW Guide | COUNTRY: Canada | AGENCY: Rogers Media | AGENCY TEAM: Senior Director, Rogers Content Solutions Clodagh Wilson | Creative Noam Lamdan | Content Director Christopher Loudon | Group Content Manager Mike Cortiula | Client Manager Beth Fraser | CLIENT TEAM: Senior Vice-President, Marketing T.J. Flood | Vice-President, Marketing Jason Blanchette | Assistant Vice-President, Marketing Bobby Singh-Randhawa

