



greiche & scaff
professionals you can trust

“By getting our message directly into the hands of potential customers, Canada Post helped us record an eight per cent jump in sales—exceeding our expectations.”

Martine Goudreau
Vice-President of Marketing
Greiche & Scaff



Background

Greiche & Scaff is one of Quebec's providers of eyewear and optometric services. In business for more than 30 years, the company was the first to set up in shopping centres and now has more than 80 locations across the province, including many in Walmart outlets. Greiche & Scaff also operates its own laboratory to manufacture lenses.

CLIENT: Greiche & Scaff

SECTOR: Consumer eyeglasses

GOAL: Increase sales

SOLUTION: GeoPost™ Plus and Unaddressed Admail™ services

In recent years, response rates from direct-mail campaigns have remained stagnant, likely due to increased competition and by the growth of alternative media such as the Internet.

Unaddressed Admail service to Postal Codes on the list. The flyers offered discounts in all product categories: sunglasses, contact lenses, designer brands and children's glasses.

Greiche & Scaff employees also distributed additional copies of the flyer by hand in shopping centres. In the following weeks, the company placed advertisements in newspapers to promote the discounts described in the flyers.



Marketing strategy and challenge

Greiche & Scaff advertises regularly in newspapers and on radio, and distributes promotional brochures to its regular customers via the Addressed Admail™ service from Canada Post. The company's slogan—'professionals you can trust'—also sums up its business model: dispense top-quality services, products and professional advice in a comfortable environment.

Satisfied customers account for a large percentage of the company's business.



Canada Post solution

Target potential customers with the GeoPost Plus tool and send flyers using the Unaddressed Admail service. The company worked with Canada Post to develop a list of Postal Codes^{OM} of potential customers: households with higher-than-average levels of income located near Greiche & Scaff outlets. Age was a secondary consideration; the company hoped to reach a younger clientele.

In September 2008, the company sent approximately one million flyers via the



Results

From the first week of the campaign, sales jumped by eight per cent overall, exceeding our expectations. Many stores reported significant increases in traffic and large numbers of customers bearing copies of the flyer. Sales of sunglasses also jumped, confirming that the campaign succeeded in attracting a broad range of clients. These results demonstrate the remarkable impact of direct mail in a multimedia promotional campaign and convinced Greiche & Scaff to expand its use of both the GeoPost Plus tool and the Unaddressed Admail service.

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