

Background and problem

The client had created a new range of giftware items within its premium priced home fragrance collection.

The new range had the potential to appeal to a much wider audience, but needed greater exposure in these areas.

Action taken

The range was analysed with regards to potential new target customers. Mailing lists were compiled to cover all the relevant trade and consumer publications in each of these new segments.

Press releases were written and distributed on a regular basis to all publications and, whenever possible, the company used competitions and giveaway opportunities within the magazines, as this was a very cost effective method of raising the profile of the range.

Press packs were supplied for a number of national exhibitions, and relevant journalists were emailed with the information during the show to ensure they had all the required information.

Results

The range was successfully launched and has sold well throughout the year. New fragrance options have already been created for the following year, together with new formats to capitalise on the gift purchasing.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.