

THE BRIEF

- CONSISTENTLY EXPAND CLIENT BASE** and capture consumers' attention
- RECRUIT NEW AND RELEVANT PROSPECTIVE CUSTOMERS** with accountable ROI
- INCREASE LEGOshop BRAND AWARENESS** and appeal to young families nationwide
- Accelerate catalogue delivery to **ENCOURAGE MAXIMUM SALES POTENTIAL**



OUR SOLUTIONS

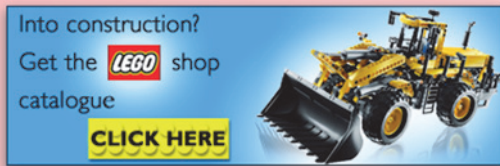
AUDIENCE IDENTIFICATION

To identify the precise audience who would achieve the best ROI for the LEGO brand – customers who would not only add value at this key time of year, but also provide repeat business for years to come. With its extensive reach into UK households Catalink.com engaged with the precise audience of young families (and grandparents!) who would add exceptional value and longevity for the LEGO brand.

PROMOTIONAL TACTICS

Using a combination of tailored promotional tactics, intuitive methodology and timely execution, our dedicated activity for LEGO created a hugely successful campaign incorporating the following:

- An enhanced page displaying a request feature and direct link to the LEGOshop.com website
- Displaying LEGO's Christmas playset video to increase consumer interactivity
- Emotive Catalink.com Front Page banner to raise brand awareness
- Further lively creatives sponsored various sectors of the Catalink.com site



MEANINGFUL FOLLOW UP

The Catalink.com nurturing programme ensures communication with new prospects maximises the opportunity to turn Prospect into Customer:

- LEGO Catalogue requests were instantly followed up with an email auto-receipt with enticing images and offers.
- A highly targeted solus email was broadcast to all those members of Catalink who matched LEGO's ideal demographic profile.
- The impact of the campaign was supported by the Catalink.com inhouse fulfilment team who ensured that LEGO catalogues were posted out just as soon as requests were made.



“Great customer service and intuitive website... a valuable channel to target new customers”

Mary Feakin, LEGO® Offline Marketing Manager

RESULTS

OVER 1000
NEW PROSPECTS
supplied per month

25000
CATALOGUES
DISPATCHED
INSTANTLY
to effectively
capture initial interest

OVER 70000
PAGE VISITORS
increasing brand
awareness

57%
READ RATE
FOR AUTORESPONSES
leading to
instant conversions