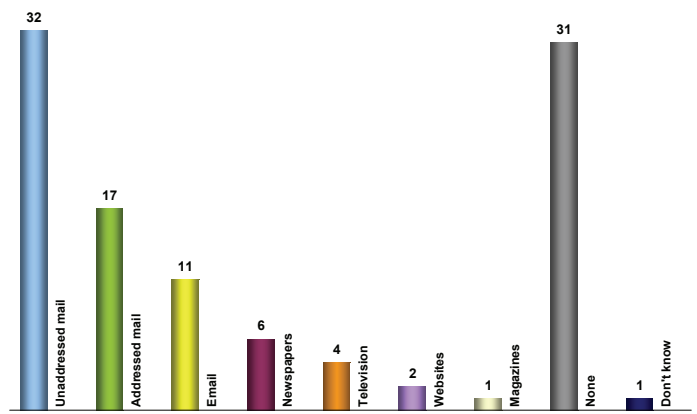




What media should
fashion stores
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from fashion stores via:

32% Unaddressed mail **17%** Addressed mail **11%** Email

Key demographics

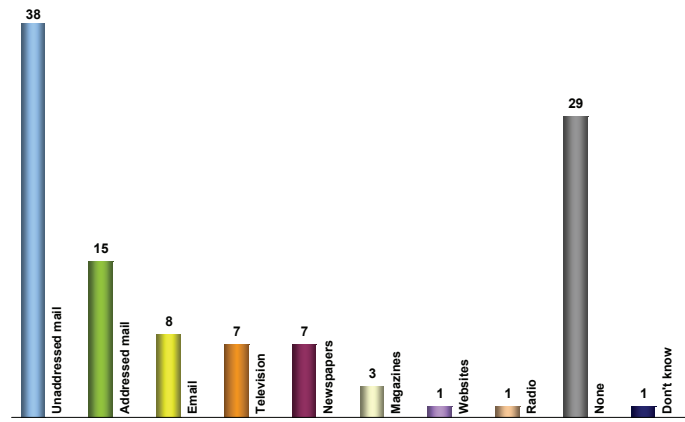
- This is a younger-persons market - people aged 18-39 years were significantly more likely to state a preference for communications from fashion stores, and also had a greater acceptance of email than the audience overall.

Base: Fashion retailer customers n = 503

INSIGHTS

With unaddressed mail being the top preference for both existing customers and prospects, this suggests that catalogues remain a strong option for fashion stores.

CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from fashion stores via:

38% Unaddressed mail **15%** Addressed mail **8%** Email

Key demographics

- Similar to the preferences of customers, prospects aged 18-39 years were more open to receiving marketing communications from fashion stores, with an average of only 14% requesting none.

Base: Fashion retailer customers n = 501

SPOTLIGHT ON DIRECT MAIL

Fashion retail catalogues are a mainstay of this industry and the clear preferences suggest consumers are conditioned to expecting this. With addressed mail the second preference, this suggests an opportunity for increased targeting and personalisation.