

# Lodge & King – The perfect fit

## BACKGROUND

Past trends reveal that people appreciate well tailored work attire contributing to the growth of well known Australian corporate fashion brands. Despite such success, research has revealed only 5% of people fit comfortably into standard sized shirts commonly sold off-the-peg. Lodge & King saw the opportunity to produce premium hand tailored business shirts which is ideal for all types of sizes and shapes, with the added convenience of online ordering and delivery.

## MARKETING OBJECTIVES

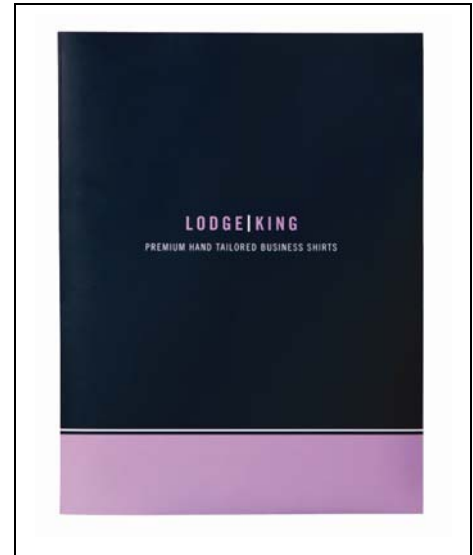
The objective was to start up and launch the Lodge and King brand as a personalised service offering quality products with the main task of driving consumer uptake of the product.

## STRATEGY

- Initial clients were invited to take advantage of workplace visits where they and their colleagues could view the range and be “Measured Up”. This often led to customer and business referrals.
- Lodge & King also targeted large companies working with their incentive programs, newsletters and intranet – this enabled growth of the initial database from 200 to 1200 in the first 3 months.

## CREATIVE SOLUTION

Lodge & King created a complimentary “Starter Pack’ to drive customers to the website and create the trust customers needed to purchase online. The Starter Pack consisted of a chic folder including a tape measure, a fabric swatch booklet and a “Measure Up” guide. Once customers had measured up, they were able to enter their details on the system creating a personal profile for future visits to Lodge & King. Customers then had the ability to touch and feel all fabrics before choosing their preferred cut, cuff and collar in designing their ideal tailored shirt – essentially “the perfect fit” for a time poor executive.



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## RESULTS

The direct mail campaign delivered outstanding results for Lodge & King. The brand was effectively launched and starter kits were mailed to potential customers. This in turn resulted in achieving ROI of 2,582% during the first 8 months of activity.

### Specific Results:

- Number of website hits: 3,122
- Number of packs mailed: 2,550
- Average sales order: \$450.00
- Number of repeat customers: 535 (35% of original response rate).



**Open Up To Mail gratefully acknowledges Blue Star IQ and ADMA for allowing us to publish the details of this campaign.**