

Diane's Lingerie

CASE STUDY

A well-established lingerie retailer, known for high-quality products and exceptional customer service, wanted to attract a younger demographic and increase traffic to both their website and physical store.



STRATEGY

A strategic approach was developed, combining print and digital marketing. The campaign leveraged extensive local print media reach to build brand awareness while driving conversions through targeted digital channels.

Key Solutions

Print Advertising:

- Leveraged Vancouver Sun and The Province, reaching a combined 698K weekly print readership in Vancouver.
- Postmedia's readership provides a strong opportunity to engage younger demographics, with a high index to engage in the 18-34 age group.

Digital Marketing:

- Digital Marketing complemented the print strategy with Search Advertising, Dynamic Remarketing, Google Shopping and Gmail Ads to drive online traffic and conversions.

RESULTS

The campaign's print efforts reached 698K weekly readers in Vancouver, playing a key role in boosting brand awareness. When combined with the digital strategy, it generated over 1.29 million digital impressions and 16.6K website clicks. These efforts led to a 73% increase in conversion revenue and a 418% rise in online sales, highlighting the powerful synergy between print and digital strategies.

698K

*VANCOUVER WEEKLY
PRINT READERSHIP

1.3M

DIGITAL IMPRESSIONS

16.6K

WEBSITE CLICKS

73%

INCREASE IN
CONVERSION

418%

INCREASE IN ONLINE
SALES

Source: Vividata