

Direct mail campaign created great results for the chain of shops Land & Fritid

Land & Fritid wanted to send a direct mail campaign to a great number of customers to gain attention and reach more customers in the shops.

It became the start of a fun idea and a graphic expression that is more noteworthy than a regular envelope. Land & Fritid wished to stand out from the crowd of printed matters that land in the letter box – without it costing them a fortune in carrying costs.

The end result is a preprinted paper wrapping of an eight page long, printed brochure with a discount voucher for Land & Fritid's shops.

Discount voucher led customers to the shops

Land & Fritid gained positive feedback – especially from the shops which perceived the voucher as a solution that was “easy to manage and implement”. The vouchers lured more customers to the shops – and thus created more turnover.

We are very pleased with the campaign and the results that it created. The voucher solution was a complete success. At present, almost 9000 coupons have been submitted.

Charlotte Jørgensen Thoft-Christensen
Marketing Manager

Great campaign engagement from customers

In the wake of the campaign, the customers expressed great enthusiasm for the animals that work as a graphic element in the campaign – and Land & Fritid wished to build on this. They therefore encouraged their customers to write a small quote on a post-it describing their visit to the shops.

This resulted in 3000 ‘Life on the Countryside’ posters with the popular animals and selected quotes which customers could pick up free of charge in the shops.



