



OUR SOLUTIONS

RESULTS

- MAXIMISE CHRISTMAS ACTIVITY** and capitalise on this busy season
- TARGET A SPECIFIC AUDIENCE** of low to middle income females
- INCREASE PARK'S BRAND AWARENESS** by bringing it to a brand new audience
- MAINTAIN A HIGH STANDARD OF DATA** as specified by PARK themselves



### AUDIENCE IDENTIFICATION

We were briefed as to the audience who would achieve the best ROI for PARK – 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 low to middle income females who would add exceptional value and longevity for the PARK brand.

### BRAND ENHANCEMENT...

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

- An enhanced page displaying a "REQUEST" feature
- A direct link driving traffic to the Park Website
- Displaying PARK's own promotional video to increase consumer interactivity
- Emotive Catalink.com Front Page banner fortifying Park's brand awareness



### ...WITH A UNIQUE TARGETED APPROACH

To reach the inboxes of the target audience, we utilised our in-house promotional tools to engage our members with the brand by:

- Launching a bespoke email campaign encouraging recipients to visit the Park website
- A positive call to action from the email using a "Request" button and "Visit Website" button
- Prime exposure within our Member eNewsletter which targeted audience by age and gender

### INSTANT ESSENTIAL FOLLOW UP

An auto response email was designed to provide any members requesting the PARK literature with a clickable link to enable them to instantly enrol on the PARK website and start purchasing.



**33,000**  
VERIFIED NEW  
PROSPECTS  
supplied in 5 months

**5,000**  
CLICKS  
to the PARK website,  
where leads could  
instantly convert

**OVER 98%**  
of data passed  
PARK's standards

"Since 2006 Park Retail Ltd have been using Catalink... we are very happy with the quality of their service and the level of new business it brings"

Pamela Wildes, Marketing Manager