



THE BRIEF

- To recruit 15,000 new customers during the Autumn/Winter season
- To increase Kaleidoscope's multi-channel reach online
- To drive relevant consumers directly to the Kaleidoscope website



SOLUTIONS

Multi-channel Approach

By creating a highly targeted lead generation solution promoting maximum engagement with the Kaleidoscope brand, LMG was able to capture leads at an optimum point within the Kaleidoscope sales cycle. Multiple tailored promotional tactics combined together to provide measurable attributes in the following ways.

Promoting the Brand

An enhanced page was setup for Kaleidoscope on the Catalink.com website to ensure we catered for whatever way the consumer wanted to engage with the Kaleidoscope brand:

- a prominent brochure request facility
- a direct link to the Kaleidoscope website
- a video replicating the Kaleidoscope TV advert



Highlighting the Point of Sale

The LMG design team created a full site sponsorship of the Catalink website in perfect symbiosis with the Kaleidoscope brand image. Every visitor to the site was repeatedly presented with the brand and instant access to strategic positions on the Kaleidoscope website ensuring visitors gained instant gratification and encouraging spontaneous purchasing.

Additional strategically positioned links connected with the enhanced Catalink page where the Kaleidoscope video - embedded in its above the fold, full-page banner was set to play instantly the moment a visitor reached the page.

The Instant Essential Follow-up

After each visitor requested the Kaleidoscope brochure they were presented with a further compelling call to action in the form of an instant email auto receipt delivered instantly to their inbox. Designed to continue to reflect the Kaleidoscope branding, this receipt, enabled the requestor to pre-empt delivery of their catalogue in favour of taking the option to start shopping right there and then!



RESULTS

- The promotion successfully delivered the target number of requests in less than half the time specified
- This auto receipt was read by 38% of those requesting the brochure
- Click thrus to the Kaleidoscope website exceeded targets

AN ADDED BONUS

The tail from the instant auto receipts continued for over 5 weeks after the campaign was closed

