Nearly 50 percent of Clinique’s top customers visit personal landing page for a colorful, custom calendar.

GHC Media
GHC Media helps Clinique increase top customer retention rate, resulting in a 303 percent ROI.

Through a strong relationship with Fuji Xerox, GHC Media was able to generate a 47 percent response rate in their direct marketing campaign for Clinique. Top customers were rewarded with a personalized calendar that they could redeem at a Clinique location, making products available for purchase at point of collection.

Challenge
To maximize customer spending, the cosmetic brand Clinique wanted to build customer loyalty and strengthen relationships with their top 2,000 customers in Malaysia. Because GHC Media knew it was important to deeply engage these high-end customers, a personalized direct marketing campaign was developed.

In the past, GHC Media has run marketing campaigns on other media and has created catalogues and brochures for Clinique. However, it was difficult for them to measure the effectiveness of these campaigns. For this application, they were determined to track results. However, they were new to cross-media and weren’t sure how to accomplish this.

Solution
To engage Clinique’s top 2,000 customers, GHC Media came up with the concept, design and layout for a personalized direct marketing campaign. Customers were sent an email notifying them that they had been rewarded with a calendar they were able to customize. In the email was a personalized URL, where the customers provided information about themselves, created their calendar by inputting the dates of special occasions and chose one of 56 Clinique locations where they would like to pick up their calendar.

Not only were the special occasions personal, but the customer’s first name appears in a message on each calendar page.

After placing the order, the customer immediately received a thank-you email. GHC Media then printed the calendar and mailed it to the chosen Clinique location. During the three-week campaign, two reminder emails were sent to customers. When the calendar was ready for pickup, the customer was notified and reminded of the location via text message.

“I have to give credit to the XMPie® technology when tracking our results,” said K L Loh, Managing Partner. In addition to this program, GHC Media received support from a Fuji Xerox Analyst to help them set up and understand the XMPie software.

“Fuji Xerox is always willing to help, guide and support us in moving forward.”
—K L Loh, Managing Partner

Results
This personalized calendar campaign had outstanding results. Forty-seven percent of the customers visited the landing page, resulting in a 303 percent ROI. In total, 672 calendars were completed in the three-week time period, where 251 customers redeemed their calendar within the first seven days and all calendars were collected within two weeks. Of the 672 customers redeeming calendars, 13 percent purchased Clinique products while doing so.

As for GHC Media, this campaign increased their business value chain and projects resulting in new revenue from Clinique.