



CASE STUDY

Bunnings Creative Campaign Case Study for a 40% Increase in Revenue within 3 months

PROBLEM

Bunnings has created a strict set of design guidelines for suppliers to be able to present in store.

Within the Special Orders section for small garden sheds, there were multiple suppliers of very similar looking products with sales brochures next to each other on the special orders shelf.

Clients would struggle to differentiate between each brands brochure, therefore customers were instantly drawn to the cheaper products. This worked against The Outstore as their competitors prices were lower.

SOLUTION

Seeing as we couldn't change the design to create a point of difference for the product, we turned to the physical printed brochure. With this we used a textured stock on the cover named 'Flute' that is similar to the feel of running your hand down the side of a garden shed. This texture was also running the same way as the image of the product, which reinforced the idea of it sharing similarities to the exterior of a shed. By choosing textured stock, we created a 3D experience for the customer when holding The Outstores printed brochure.

OUTCOME

By creating engaging, and tactile promotional print material, The Outstore's brochures instantly became the show stopper in-store. Making these improvements to the print collateral meant sales revenue had increased by 40% within a 3-month period whilst the promotions were still on the shelf. Not only did this mean a gain in profits, but a rise in client engagement also, boosting brand awareness significantly.

This was a highly successful creative campaign, with the rewards outweighing the risk of trying something different. Invest in quality, and watch your product thrive.