

## CASE STUDY FEATURING IN A CATALOGUE BROUGHT SWEET SMELLING SALES

### BACKGROUND

Started in 2014, British Botanical Perfumery 100 Acres was founded on a love for the British countryside and a desire to bottle it. Focusing largely on reaching target customers through high-end countryside hotels for a number of years, the brand shifted its focus to direct-to-consumer sales in 2019 by cultivating a strong brand

presence on Instagram, testing social media advertising and Google pay-per-click.

As reaching the target demographic customers is always a key challenge for any small business, 100 Acres were always open to testing new channels.

### SOLUTION

In 2021, 100 Acres were approached by List A – a shared mailing for direct-to-consumer brands who want to share the cost of a direct mail catalogue.

**“Mail wasn’t something I had thought of in our marketing plan. It just wasn’t something that occurred to me because I thought it was for bigger businesses who could afford their own catalogue, so I had ruled it out. But this seemed like a great opportunity to test the channel.”** Ellea Whamond, Founder, 100 Acres.

100 Acres’ starting point was to reach out to small brands who were already using List A to check whether it was working for them. Reassured by their feedback and the results achieved through mail, the brand took double page spread in the 2021 Christmas Gift catalogue.

List-A used data from the brands that were to feature in their Christmas catalogue to create a profile and find look-a-like customers to mail. These were then deduped against 100 Acres’ database to ensure that the catalogue wasn’t mailed to current customers.

Sitting along 8 other brands, 100 Acres were able to reach the doormats of 50,000 prospect customers at a time when they were looking for Christmas gifting ideas.

### RESULTS

Using List A to mail 100 Acres into people’s homes brought fresh customers at healthy CPA. The overall response rate to the List-A Christmas Gift 2021 was 1.6% with each brand taking a share of that. And, as the product is usually gifted, the catalogue was a successful way to introduce two customers to the 100 Acres brand.

**“The biggest challenge we have is finding new customers – the fact that mailing a catalogue did that was really productive. Also, with mail, I think you can be surer of the demographic you are trying to reach rather than with Google ads or social ads. It is more dependable.”** Ellea Whamond, Founder, 100 Acres

