

# CANADA POST NEIGHBOURHOOD MAIL™ PRODUCES HOT RESULTS FOR YUMMI CANDLES

A creative piece of mail nearly doubles transaction rates, helping lift revenue by 67% for this Toronto retailer



60% of consumers say really good advertising mail helps keep brands top-of-mind.<sup>1</sup>



## An offer that seemed too good to be true delights customers

When customers arrived at the Toronto location of Yummi Candles looking to collect a free, small, scented votive in a glass jar, Sokratis Antonopoulos, the company's Director of Marketing and E-commerce, was thrilled.

Over the course of a month, some 1,350 customers visited the store, each of them carrying a piece of perforated card stock found in their mailbox. The card came with instructions on how to fold it into a candle holder and the promise of a free candle if they brought it into the neighbourhood store.

"In fact, we had three goals in mind," says Antonopoulos. "We wanted to promote 30 new fragrant candles, drive traffic to the store, and create brand recognition. The campaign was successful in all."

Antonopoulos partnered with Canada Post, with which he had worked closely before and from which he'd won the E-commerce Innovation Best Mobile Experience Award in 2014. Together they designed the direct mail piece that brought customers in-store in droves.

## More sales and greater brand recognition

The campaign occurred in December 2015. Yummi Candles sent out 114,500 unaddressed offers to homes close to its store. Shortly after the mailing, in-store transactions nearly doubled compared to December 2014, helping lift revenue by 67% year-over-year.

To learn more about Canada Post's smart direct mail solutions visit [canadapost.ca/smartmailmarketing](http://canadapost.ca/smartmailmarketing).

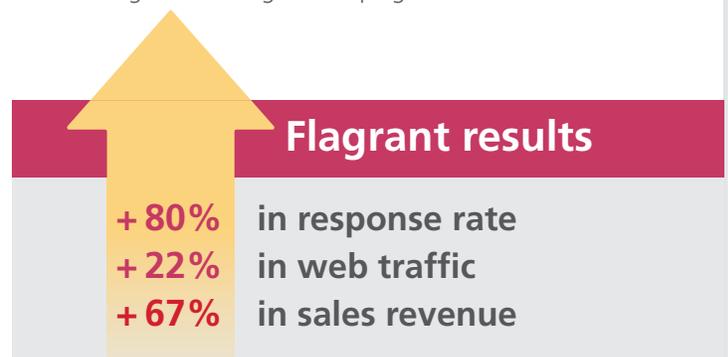
Loulou Downtown, a Toronto blogger, received the offer and wrote about it for her community of followers. "I can't remember ever being so interested in a piece of unsolicited mail as was by that flyer," she said.<sup>2</sup>

## The future looks bright for Canada Post and Yummi Candles

The campaign worked so well, Antonopoulos repeated it in November 2016, sending the offer to 26,000 other residents of the area. Yummi Candles also integrated direct mail with digital media to help drive consumer action.

"We extended our direct mail promotion to the digital world. People who texted me the word Yummi were offered a free candle in store," says Antonopoulos. "There are so many possibilities to connect traditional and digital campaigns, and Canada Post is helping us leverage them."

In fact, a recent Canada Post study showed that consumers paid 39% more attention to integrated marketing campaigns than to single-media digital campaigns.<sup>3</sup>



1. Royal Mail MarketReach, *The Private Life of Mail*, January 2015  
2. Loulou Downtown blog, [www.loulou.to](http://www.loulou.to), posted January 8, 2016  
3. Canada Post and Ipsos, *Connecting for Action*, 2016

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