

Inserts Case Study



The Challenge

Drive sales during summer sale period, targeting high income women primarily aged 25-55.

The Solution

With 150+ iconic brands in the Canopy portfolio, spanning national press and magazines, a combination of TGI, brand insight, reader panel data and competitor market insight was employed to ensure ruthless efficiency and a unique approach to reaching a highly targeted audience.

The Results*

The insert campaign proved to be immensely successful, with all 9 titles generating fantastic response and a noteworthy number of sales. Not only did the campaign produce a conversion rate of 0.6%, but the response curve extended 12 months. The campaigns that followed continued to deliver compelling results.

*2017 Case Study

