

Linen Chest

In head-to-head test, Canada Post's Unaddressed Admail™ service delivered 184 per cent higher per-flyer net revenue than ad bag during the Boxing Day sale.

Success Stories



This promotional item was created and printed by Linen Chest and is available only in French.

“The return on investment from the Unaddressed Admail service was about two-and-a-half times better than that generated by ad bags.”

José Linhares,
Co-owner and Managing Partner
of Linen Chest



LINEN CHEST
because it feels good to be home!



Background

Founded in Montréal in the early 1960s, Linen Chest has grown into a network of 18 stores in Quebec and Ontario specializing in a wide range of housewares: from linens and draperies to dishes, décor and small kitchen appliances. In 2011, the company opened two new stores in Mississauga, Ontario and one in Moncton, New Brunswick.



Marketing strategy and challenge

In Canada, a long list of retailers—including department and big-box stores, and small boutiques—compete in the crowded housewares market. Linen Chest follows a multi-faceted marketing strategy, advertising in newspapers and flyers, on radio and television, and staging a number of annual sales and promotions at each store. In Quebec, the company uses both the Unaddressed Admail service and an ad-bag service—plastic bags stuffed with flyers from many companies are delivered to households in select neighbourhoods. “Ad bags are relatively inexpensive, but we’re not convinced that they provide

CLIENT: Linen Chest

SECTOR: Retail housewares

GOAL: Promote sales events, reach new customers

SOLUTION: Unaddressed Admail™ service

the best return on investment because many people ignore them,” says José Linhares, Co-owner and Managing Partner of Linen Chest.



Canada Post solution

In an effort to demonstrate the effectiveness of the Unaddressed Admail service, Canada Post worked with Linen Chest on a test campaign in greater Montréal in support of two annual events: Linen Chest's Boxing Day sale and year-end clearance. To compare the impact that delivery method had on sales, the company's eight Montréal-area stores were divided into two groups: four on the island of Montréal and four on the North and South shores. To promote each event, Linen Chest distributed identical flyers, complete with discount coupons, to households near each store. For the

Boxing Day event, the Unaddressed Admail service was used to deliver approximately 575,000 flyers on the island of Montréal, while ad bags delivered a similar number of flyers to households in the second group. For the year-end clearance, the groups were switched: households on the North and South shores received flyers via the Unaddressed Admail service. During the sales events, each store then carefully tracked total sales along with the coupons redeemed by customers.



Results

For both events, the Unaddressed Admail service outperformed ad bags by a large margin, particularly in return on investment. In fact, the per-flyer net revenue (per-flyer sales minus per-flyer delivery costs) for the Unaddressed Admail service was 184 per cent higher than the one produced by the ad-bag service during the Boxing Day sale and 149 per cent higher during the year-end clearance. “The results most certainly exceeded my expectations,” says José Linhares. “The team at Canada Post was great to work with and I valued their support. We will certainly do more Unaddressed Admail mailings to help promote future campaigns.”

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For more information about the **Unaddressed Admail** service, please visit canadapost.ca



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