

# Roche-Bobois

The Acquisition Admail™ service from Canada Post boosts sales for exclusive furniture shop



This promotional item was created and printed by Roche-Bobois and is available only in French.

“The Acquisition Admail campaign enabled us to reach new customers and increase sales.”

Stéphane Bisson  
Director for Eastern Canada  
Roche-Bobois



**OBJECTIVE:** Increase awareness, boost sales

**PRODUCT:** The Acquisition Admail™ service from Canada Post

**RESULTS:** Sales 10 per cent higher in stores promoted by campaign



## Challenge

Roche-Bobois is an internationally renowned designer, producer and retailer of fine contemporary furniture and household accessories. Founded in France in the 1950s, the company now operates stores in more than 30 countries, including Canada. Roche-Bobois' Montréal outlet has been open for more than 30 years; the company also operates stores in Québec City, Ottawa, Toronto, Calgary and Vancouver. In Canada, Roche-Bobois markets online, advertises regularly in newspapers and magazines, yet rarely uses direct mail. The company constantly seeks to connect with new customers.



## Solution

Canada Post partnered with Roche-Bobois on a test campaign involving a total of four stores in Montréal and Toronto. Working from Roche-Bobois' database of existing customers, Canada Post compiled a list of neighbouring addresses and households with similar demographic characteristics (such as income level). Roche-Bobois then sent all 20,000 of these prospects copies of a brochure offering a time-limited, five per cent discount off merchandise at the nearest store. The company tracked the results closely.



## Benefits

Stores featured in the Acquisition Admail campaign recorded 10 per cent more sales than stores promoted only in newspaper and magazine advertisements. The results are particularly valuable in Toronto, where the Roche-Bobois brand is not as well known. “Repeat customers account for an important percentage of our business,” says Stéphane Bisson, Roche-Bobois' director for Eastern Canada. “The test campaign allowed us to connect with new customers and will likely generate results well into the future. I fully expect we'll use Acquisition Admail again.”

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For more information about the Acquisition Admail service, please visit [canadapost.ca/acquisitionadmail](http://canadapost.ca/acquisitionadmail)

