

The Body Shop

Background:

The Body Shop wanted to find a way to attract customers to specific Love Your Body events. They had previously used direct mail and email to broadcast marketing and CRM messages to their customer base. The Body Shop wanted to increase the amount of media channels being used and improve the attendance of the events. The Marketing of these events would be the key to their success.



Approach

Using Digital Marketeer The Body Shop were communicating with their customer base on a regular basis. They used this form of communication to invite people to register for the Love your Body events in people's local areas. A direct mail piece was sent to all registrants advising them of the upcoming events two weeks before the event. An email was sent to 60K one week before the event and followed by an SMS reminder message on the day of the event.

Results

This approach over the last twelve months has built the Love Your Body events to be worth over £1 million per event, with the use of SMS being responsible for an increase of 20% in the attendance of these events. It was found that the use of the SMS reminder in the City areas encouraged people to visit the stores on their way home from work. The Body Shop continues to work with e-rm to find new ways to use digital media to enhance brand engagement with customer of The Body Shop.