



Hackett

Case study

Digital Relationship Marketing (RM) Academy

Extending the consumer journey with RM

Hackett: Style that builds brands and generates sales

From: Hackett
[mailto:GQ.Anniversary@lavamail.hackett.com]
Sent: 03 November 2008 15:28
To: Danny @ Danny.co.uk
Subject: 20 years of GQ covers in association with Hackett

Hackett

Brand associations

- Using email to deliver a brand association message
- Building more value from existing marketing by amplifying it through email
- Creating communication that's on-brand and building discussion and engagement among target customers



HACKETT LONDON

20 years of GQ covers in association with Hackett

The December 2008 issue of GQ marks twenty years of GQ in the UK. This issue contains a special supplement featuring many of the amazing GQ covers from over the years.

The GQ supplement is being produced in association with Hackett and we are proud to be involved with the celebrations.

Hackett

New season, new range

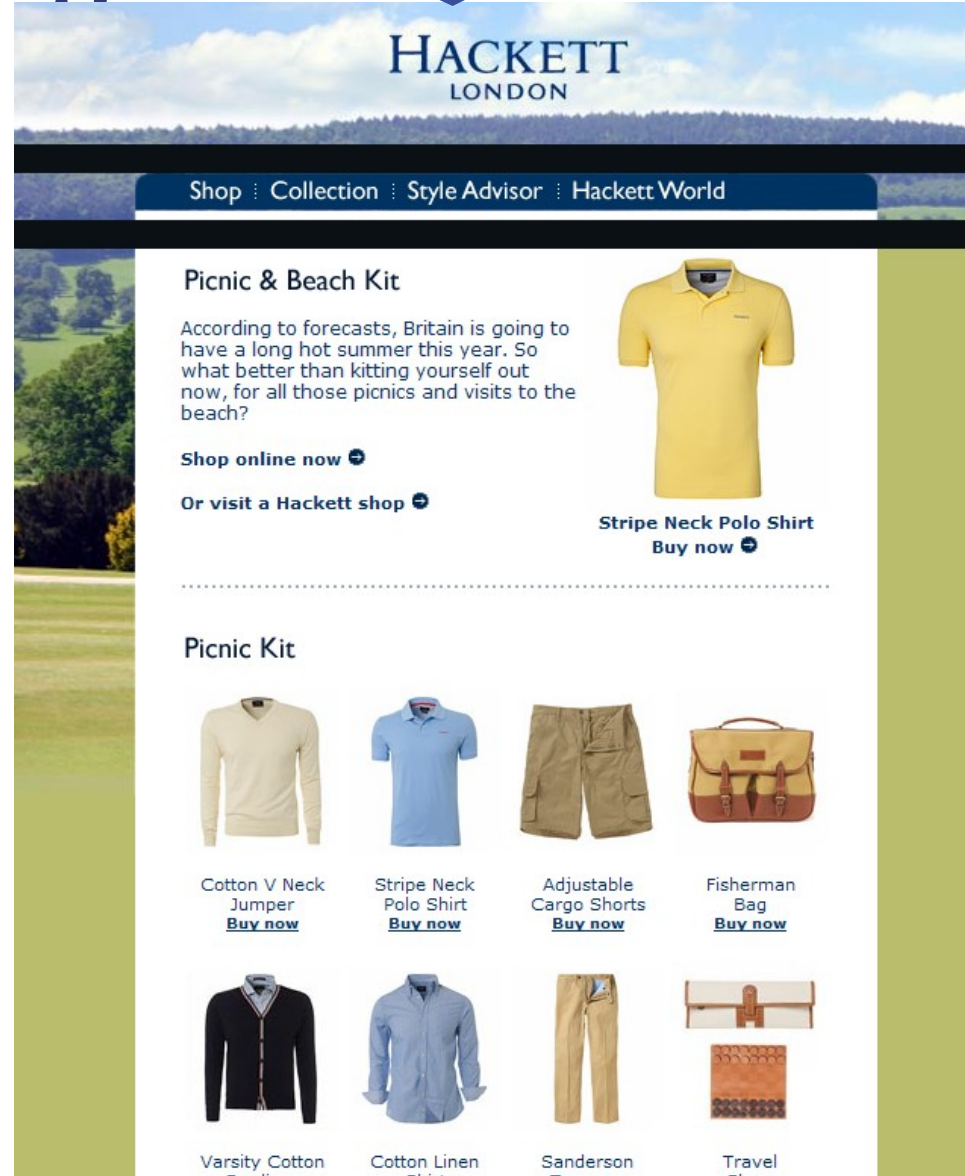
- Using seasonal events and trends to give permission for discussion with consumers
- Building stronger sales through pre-empting high-street spend by mailing before the weekend
- Understanding the mechanics of timing and retail purchase decisions

From: Hackett [mailto:email@news.hackett.com]

Sent: 15 May 2009 15:18

To: Danny @ Danny.co.uk

Subject: Hackett - Essential Picnic & Beach Kit



HACKETT
LONDON


Shop :: Collection :: Style Advisor :: Hackett World

Picnic & Beach Kit

According to forecasts, Britain is going to have a long hot summer this year. So what better than kitting yourself out now, for all those picnics and visits to the beach?









[Shop online now](#)

[Or visit a Hackett shop](#)



Stripe Neck Polo Shirt
[Buy now](#)

Picnic Kit

 <p>Cotton V Neck Jumper Buy now</p>	 <p>Stripe Neck Polo Shirt Buy now</p>	 <p>Adjustable Cargo Shorts Buy now</p>	 <p>Fisherman Bag Buy now</p>
 <p>Varsity Cotton</p>	 <p>Cotton Linen</p>	 <p>Sanderson</p>	 <p>Travel</p>

Hackett

Promotional mechanics

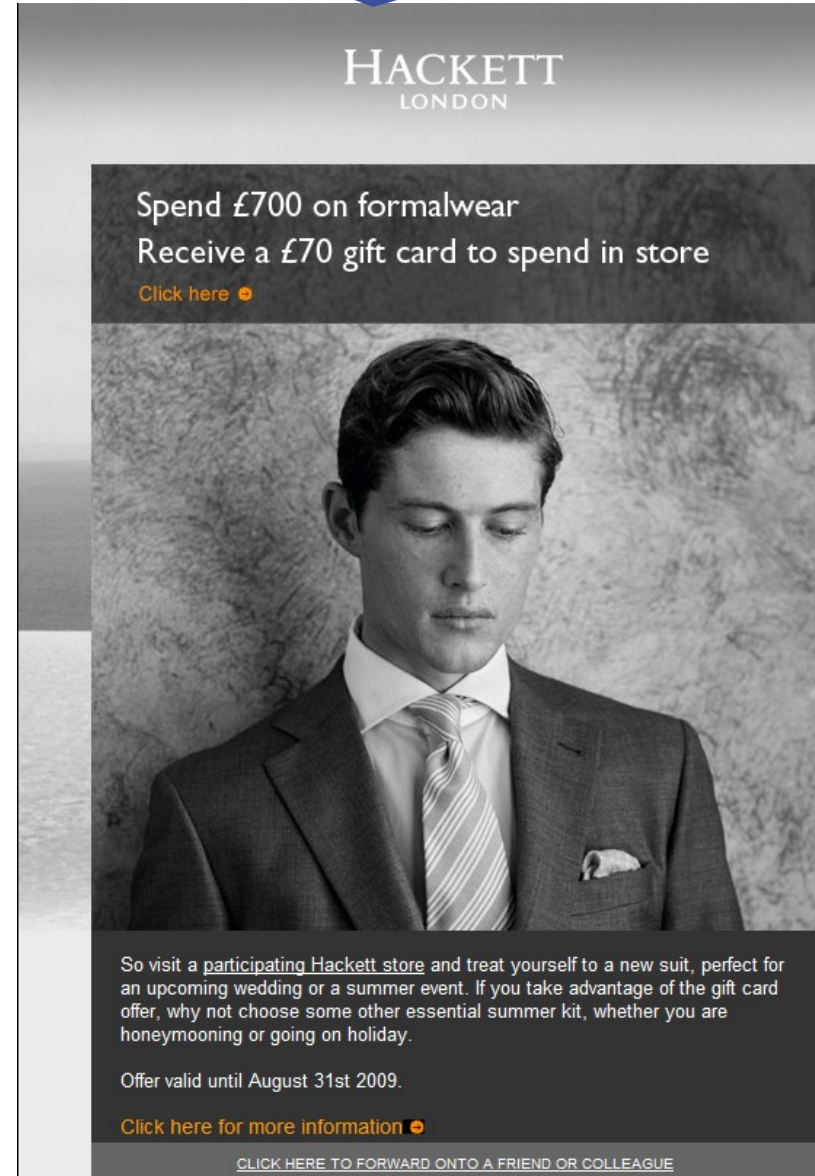
- Delivering pricing offers by email that reach out to high value customers
- Retailers know the model of up-selling when customers are in-store, so this drives store footfall
- Targeting the offer allows specific segments to be reached; this feels like a win-back email for a lapsed high value customer

From: Hackett
[mailto:email@news.hackett.com]

Sent: 21 May 2009 18:39


To: Danny @ Danny.co.uk

Subject: Hackett - Summer Formalwear Gift Card



HACKETT
LONDON

Spend £700 on formalwear
Receive a £70 gift card to spend in store
[Click here](#) ➔



So visit a [participating Hackett store](#) and treat yourself to a new suit, perfect for an upcoming wedding or a summer event. If you take advantage of the gift card offer, why not choose some other essential summer kit, whether you are honeymooning or going on holiday.

Offer valid until August 31st 2009.

[Click here for more information](#) ➔

[CLICK HERE TO FORWARD ONTO A FRIEND OR COLLEAGUE](#)

Hackett Branding and sales

- A great combination of a partnership with a third party brand driving sales, reasons to engage, and footfall into the store – as well as boosting the main brand through association
- Email can be used extremely efficiently to upweight the effectiveness of promotions in other channels


From: Hackett
[mailto:email@news.hackett.com]
Sent: 03 June 2009 07:18
To: Danny @ Danny.co.uk
Subject: Hackett - Le Mans

HACKETT LONDON

ASTON MARTIN RACING COLLECTION






As an Official Partner to Aston Martin Racing, Hackett has created a limited edition collection that will enable you to support the team at Le Mans on 13th and 14th June, in this, the 50th Anniversary of their last outright win in 1959.

[Shop Hackett's Aston Martin Racing Collection now](#) ↗
[Shop the Little Racers - Kids' range](#) ↗
[Or visit a Hackett shop](#) ↗



Helmet
[Buy now](#) ↗

BEST OF BRITISH AT LE MANS

 <p>Polo Buy now ↗</p>	 <p>Navy Rugby Buy now ↗</p>	 <p>Polo Buy now ↗</p>
 <p>Wallet Buy now ↗</p>	<p>Shop Hackett's Aston Martin Racing Collection now ↗</p> <p>Visit a Hackett shop ↗</p>	 <p>Buy now ↗</p>

Hackett

Seasonal promotions

- Many sectors can rely on seasonal promotions and trends as a new reason to engage with the customer
- Retailers may have written the rule book, but services brands from portals and social media to travel brands and financial services can use the same techniques

From: Hackett
[mailto:email@news.hackett.com]
Sent: Wed 10/06/2009 20:02
To: Danny @ Danny.co.uk
Subject: Hackett - Don't forget Father's Day

The screenshot shows an email from Hackett London. At the top, the brand name 'HACKETT LONDON' is displayed. The main heading is 'Father's Day Gift Ideas'. Below this, a message states: 'Don't forget Father's Day is less than two weeks away, on Sunday 21st June.' There are two links: 'Online Father's Day gift ideas shop now' and 'Visit a Hackett shop'. The email features a grid of eight product categories, each with a small image and a 'Shop now' link:

- Small Leather Gifts
- Ties
- Cufflinks
- Polo Shirts
- Gift Ideas for Dads
- Hats & Caps
- Aston Martin Racing
- Rugby Shirts

At the bottom, there is a red button that says 'CLICK HERE TO FORWARD ONTO A FATHER OR FRIEND'.

From: Hackett
[mailto:email@news.hackett.com]
Sent: Sat 20/06/2009 02:08
To: Danny @ Danny.co.uk
Subject: HACKETT SALE - Save Now

Hackett

Strong calls to action

- The powerful, single-minded proposition that once needed television or national press can now hit all the target group within minutes
- Email can be a broadcast media or a narrowcast tool
- And a brand that has the right reasons to email will still gain good open-rates and attention



HACKETT
LONDON

THE ESSENTIAL SUMMER

SALE

STARTS TODAY

SAVE ONLINE NOW ➔

VISIT ONE OF OUR STORES ➔

[CLICK HERE](#)
TO FORWARD ONTO A FRIEND OR COLLEAGUE

Hackett

Brand image

- Email can be used for the subtleties of brand image once reserved for magazine copywriting and high impact outdoor creative
- Thinking about email as a campaign medium rather than simple a channel for offers opens up new ideas for how to use the channel

From: Hackett
[mailto:email@news.hackett.com]
Sent: 31 July 2009 06:05
To: Danny @ Danny.co.uk
Subject: Hackett - New Season Preview

