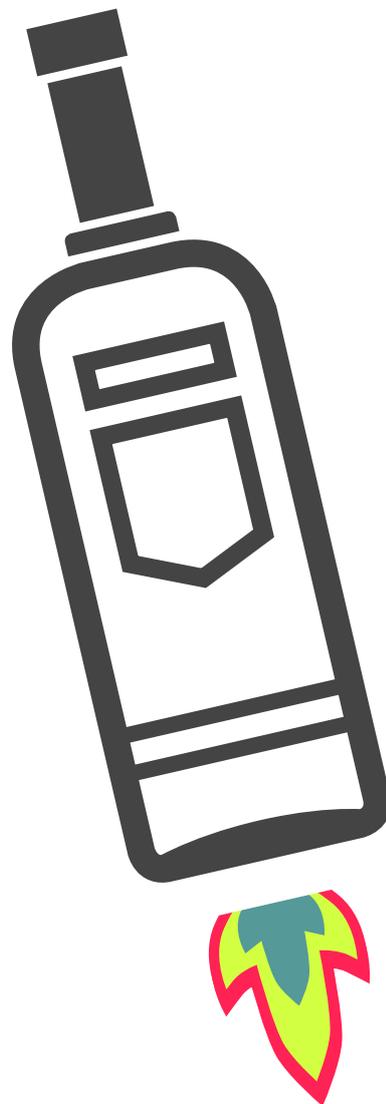


Blakemore Depot Relaunch

A case study of impressive
app performance and vodka sales



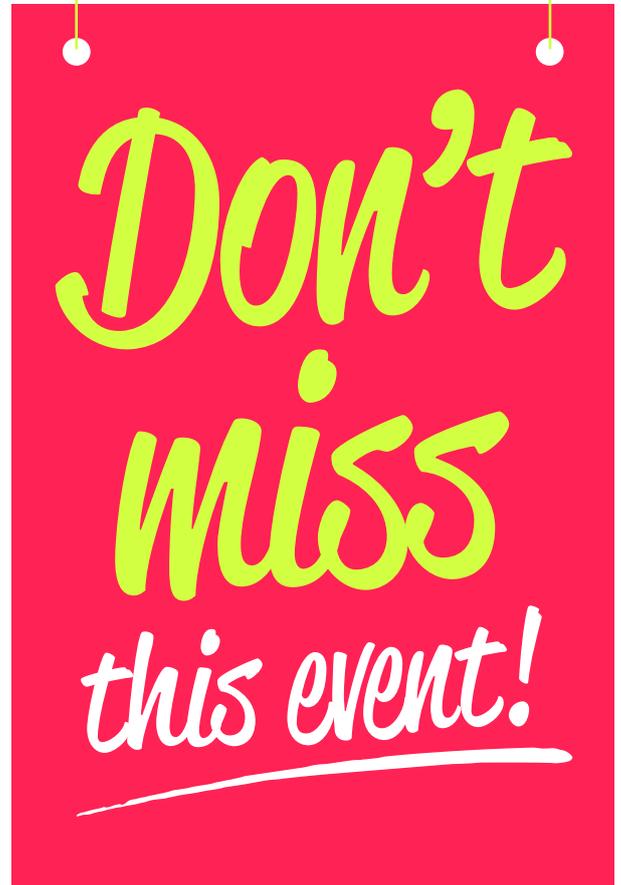
Blakemore Wolverhampton Relaunch – Case Study

The Problem

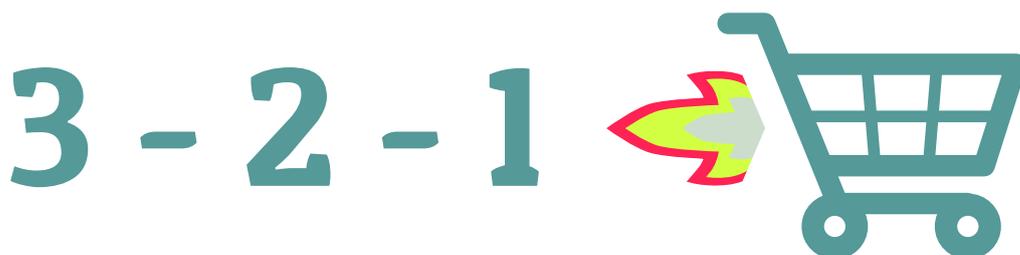
Blakemore Wholesale were relaunching their Wolverhampton Cash & Carry depot as part of a company-wide strategic plan to reposition its depots nationwide.

Blakemore wanted a cost-effective way to drive traffic, sales and footfall on launch day.

They were supporting the relaunch with trade press, direct mail and in-depot posters but were looking for a cost-effective way to supplement this activity in order to drive traffic and sales and specifically to get customers into the new depot on launch day.



If successful the digital activity would be repeated for future depot relaunches meaning offline marketing costs could be reduced.

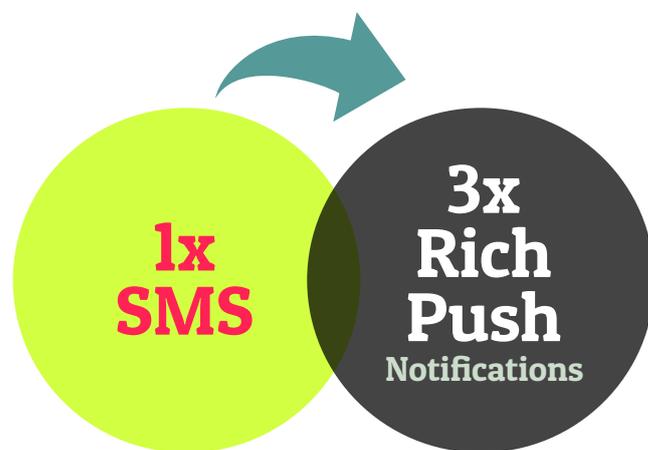


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The Solution

Blakemore turned to their mobile strategy partner RNF who had recently built and launched an ordering app for the business.

RNF have their own bespoke mobile customer engagement platform Beam which is fully integrated with the ordering app. This meant that Blakemore could undertake a highly targeted and cost-effective digital marketing campaign specifically to just its Wolverhampton customers.



The first part of this campaign was about driving up as many downloads of the app as possible amongst the customer base.

This was done through a simple text message sent out to the entire Wolverhampton customer base encouraging people to download the app by telling them that if they showed it in the relaunched depot on the Friday they would get a special offer.

Once downloads of the app were maximised, a series of rich push notifications were sent out to any Wolverhampton customers with the app telling them about the launch and the in-depot offer that would be available exclusively to app users.

On launch day any customer that came into the depot and showed the app on their phone was given a discount on Glen's Vodka.

Blakemore Wolverhampton Relaunch – Results



The Results

James Russell, MD of Blakemore Wholesale said, "This mobile campaign is as far as we know the first of its kind in the UK to support a depot launch. It's delivered us a fantastic return on investment and opened our eyes to what is possible through this exciting new channel.

The fact that we can use it to engage customers in such a focused and targeted way is really exciting and will enable us to reduce our marketing costs for subsequent re-launches around the UK".