

# CHi'ASSO

inspired design for the home

## TribeAgency Develops Email Marketing Strategy For Online Retailer CHi'ASSO



### Market Outlook

To supplement the marketing efforts of a catalog and web based retailer whose sights are aimed at elevating the level of exposure, sales and market share, a logical next step would be to build a comprehensive email marketing campaign to reach consumers across multiple touch points.

Catalog retailers often compete for the same business as their competitors. They use the same data, lists, and methods of marketing to consumers that all the other retailers in the industry use.

The goal for CHi'ASSO was to improve those methods and pinpoint a formula that was dynamic and effective. The mission became to combine offline and online marketing programs, making the branding and message consistent across platforms, to thoughtfully provoke consumers to purchase CHi'ASSO products and stimulate catalog requests.

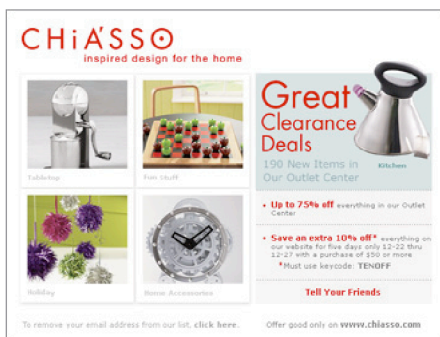
### Opportunity

CHi'ASSO, a premier provider of contemporary lifestyle products for the home, including furniture, glassware and textiles, was making a change. The drive was toward offering more urban, higher end, contemporary products in place of the inexpensive and more whimsical products of the past. The more sophisticated image would premiere in a catalog launch scheduled for January 2004, including their newly revamped style and selection of products.

In order to integrate this new image and effectively market online, TribeAgency was chosen to develop an email marketing campaign strategy that reflected the cosmopolitan panache of the catalog.

### Solutions

TribeAgency initiated the XMail marketing blueprint by kicking off our Define process to become versed about CHi'ASSO's consumers, their habits and spending style. The Define phase of the project involved the collaboration of the TribeAgency and CHi'ASSO deployment teams to establish objectives for each XMail.



CHi'ASSO.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

TribeAgency offered recommendations on how to organize the XMail, when to send them out and the frequency for each one. It was determined by the TribeAgency team that a multi-level approach was necessary and would concentrate efforts on specific clusters of consumers. First was to build upon CHI'ASSO's current email database. Second was to target existing catalog clients. Third was to encourage referral clients and finally to approach new converts. Each XMail had its own distinct purpose to garner sales from these four categories.

The TribeAgency Creative and Technology Teams began to design and develop these unique marketing and sales vehicles. Because of the synergy that TribeAgency had with the CHI'ASSO team, we were able to turn around and approve each XMail to deploy on its designated launch date.

Once put into effect, each XMail produced results beyond expectations.

The outcome was a comprehensive and successful **email marketing strategy** earning an average of a 20x return on investment.



### Results

The outcome was a comprehensive and successful email marketing strategy earning an average of a 20x return on investment. The cohesive messaging incorporated style, flair and a sophistication that stimulated extraordinary sales.



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