

# case study:

increasing sales | I.I.bean retail store, 2001 holiday season

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STRATEGIC MARKETING SOLUTIONS

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# increasing sales

## The Challenge

The holiday season is the most important time of year for retailers. Understanding the impact of 9/11 on holiday sales, L.L.Bean needed a strategy to increase sales momentum during the November and December months.

## The Strategy

- Develop a creative way to connect with consumers on a personal and traditional level focusing on family
- Concept and messaging will relate to familiar experiences and warm holiday memories

## The Campaign

McClain developed an integrated campaign that included:

- Warm appealing look, feel and messaging
- Rich holiday shopping experience
- Spirit of the holidays call to action to visit the store

*Print Ads:* Three print ads were created with holiday themes relating to family, heritage and tradition, and developed with keeping the three holiday shopping time periods in mind. Each ad featured popular products with a key message focusing on relevant L.L.Bean brand attributes: customer service, legendary guarantee and the shopping experience.



*Radio Ads:* A campaign of three radio spots were produced in support of the print with concepts including: Keeping it a Secret, Anticipation and Christmas Morning.

*Direct Marketing:* A direct mail piece was developed to highlight great gift ideas and the convenience of shopping at L.L.Bean.

A promotional free in-store giveaway increased response.





## The Results

During a difficult sales season, L.L.Bean experienced a strong spike during the run dates and enjoyed a better than projected holiday season which they attributed directly to the effectiveness of the campaign concept.





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