

Paris Jewellers

Boosting sales by bringing some sparkle to seasonal shoppers



A gift guide with embedded QR codes is sent to a highly targeted audience, increasing transactions by 7%.

Background

The best jewelry has a cut, clarity and overall beauty that is impossible to ignore once someone is wearing it. Before that happens, though, consumers need to be enticed with marketing that is just as eye-catching — an area in which Paris Jewellers has a proven track record for creativity and innovation.

Headquartered in St. Albert, Alberta, with 24 stores across Canada and a vibrant e-commerce site, Paris Jewellers offers everything from diamond engagement rings and wedding bands to gifts for post-secondary school graduates.

What those items all have in common is a link to major occasions in someone's life. When it came time to plan its annual holiday marketing campaign, Paris Jewellers

decided to lean into its ability to help make those special occasions even more memorable.

The Holiday Opportunity

"Life is made up of moments, and we believe every moment is worth celebrating," explains Chau Lui, co-owner of Paris Jewellers. "That comes out tenfold at Christmas. Sometimes you're literally wearing that jewellery close to your heart."

That said, Paris Jewellers primarily specializes in fine jewellery, and it's never easy to get consumers to spend on luxury items. Their teams take pride in being locally owned businesses, so fostering a sense of intimate connection with target customers is critical.

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Case study

Making the most of 'Moments'

The campaign, dubbed "Moments," featured a 32-page gift guide highlighting more than 250 pieces of jewellery that showcased the kinds of stories where Paris Jewellers can play a supporting role.

This included a marriage proposal, a mother giving a daughter her first piece of jewellery and the delight of receiving jewellery on Christmas morning. Rather than stick with static images, however, the physical catalogue included QR codes that would take consumers to videos that brought the stories to life.

Data-Driven Success

Paris Jewellers had experienced success in sending out direct mail through Canada Post before. Their 2019 mailings for Mother's Day and Valentine's Day outperformed their 2018 holiday campaign... For "Moments," the number of Canada Post Neighbourhood Mail™ pieces were increased to 600,000 from 400,000, and the data was refined to target income level, detached home ownership and 30- to 50-minute drive time to Paris Jewellers stores.

"The data team at Canada Post is so supportive, and their analysis provided us with some really great advice," Lui says. "It was a great way to take what we created and get customers to come into our stores."

Paris Jewellers reinforced the power of their 'Moments' videos by embedding them in the gift guides and playing them on their e-commerce site and in stores. Its brand experience is consistent on all of its advertising channels. The mix of direct mail and digital paid off, with a seven per cent increase in transactions and five per cent increase in sales.



*"We always want to build on the success of our previous marketing results, and that's what happened (...)
We're really happy with our experience with Canada Post."*

Chau Lui

Co-owner of Paris Jewellers

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