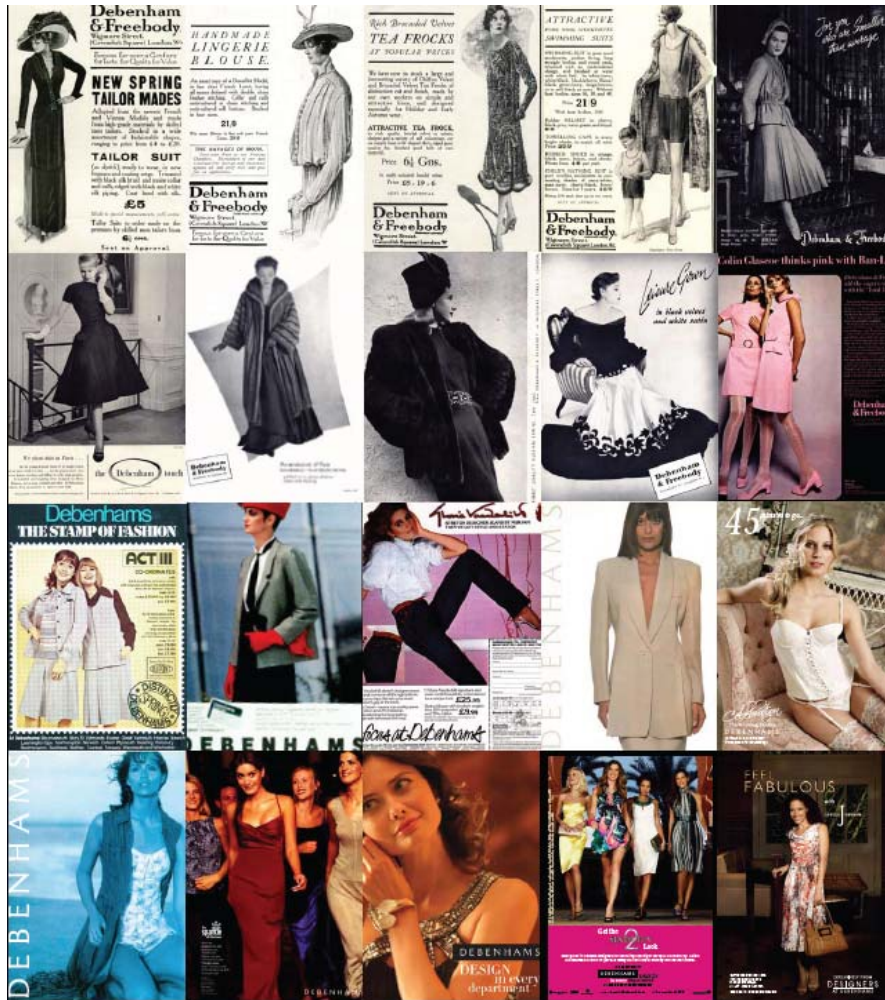

Debenhams
Voucher Trial Case Study

June 2011

Debenhams - Introduction



DESIGNERS AT DEBENHAMS



HELPING WOMEN FEEL FABULOUS SINCE 1813.
DEBENHAMS

www.debenhamsheritage.com

Images courtesy of The Advertising Archives

Debenhams Case Study - Agenda

- Background
- Objectives
- Planning
- The promotion
- Execution
- Results

Debenhams Case Study - Background

- Regular voucher campaigns
- Historic methods used
- Traditional national press advertising
- Subsidise with new media activity

Debenhams Case Study - Objectives

- Multi-channel approach
- Detailed reporting
- Increase store footfall and online traffic
- Reduce the reliance on offline advertising channels
- Capture email and mobile data
- Acquire new customers
- Use unique codes to prevent misuse

Debenhams Case Study - Planning



MARKETING



Debenhams Case Study - Planning



Debenhams Case Study - The promotion

Dates - 25th October ☐ Friday 12th November 2010.

Offer for Print/ National Press ☐

£5 off in store when you spend £25 or more/ 15% off any spend online.

Offer for Affiliate/ Email/ SMS/ iPhone App ☐

£5 off in store with no minimum spend/ 15% off any spend online.

In Store offer ☐ £5 off in store when you spend £25 or more.


Vouchercloud offer ☐ 10% off in store.

Debenhams Case Study - Execution


- Affiliate
- Vouchercloud
- Mobile
- Social Media
- Email
- Print

Debenhams Case Study – Affiliate


It's your £5 Debenhams voucher! Print it now

DEBENHAMS  everyone loves a deal

Women | Lingerie | Men | Kids | Shoes | Designer | Beauty | Gifts & toys | Home | Electrical | Weddings | TV | Offers



It's here!
This is your
£5 Debenhams
voucher



97DEB1233212312


Your £5 voucher
Show this voucher in store or get 15% off at debenhams.com using code **PZ9P**
Valid until 12 November


To save £5 in store, print this voucher and present it at the checkout.


Prefer to shop online? That's fine! Save 15% when you enter **PZ9P**


Save 15% online now >






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Debenhams Case Study – vouchercloud



Debenhams Case Study – Mobile



Debenhams Case Study – Social media

The image shows a screenshot of a Twitter feed for the account **DebenhamsRetail**. On the left side, there is a vertical banner with the word **DEBENHAMS** in white capital letters on a dark grey background. The Twitter interface includes the logo, a search bar, and a 'Sign in' link. The main feed contains five tweets from **DebenhamsRetail**, each with a profile picture icon and a timestamp. The tweets include a direct message request, a promotional offer for a £5 voucher and 15% discount, a 5-star review, a tip on buying lingerie, and a mention of a TV channel. On the right side, a retweet is shown from **@DebenhamsRetail**, featuring the same promotional offer text and a 'Retweeted by joannabell and 5 others' notification with small profile pictures.

twitter Search Have an account? **Sign in**

DEBENHAMS

DebenhamsRetail Debenhams
@pocketsimon Hi Simon, sorry to hear that. Would you be able to DM us info of the issue and your contact details? Thanks
28 Oct

DebenhamsRetail Debenhams
Get your free £5 voucher and 15% off online code!! Click here for how to redeem: <http://on.fb.me/9J1rBg>
28 Oct

DebenhamsRetail Debenhams
New 5 star Review on [094010370360]: My Best Birthday Gift ! My wife has presented me that nice,warm and very stylish w
<http://bit.ly/c12OY6>
28 Oct

DebenhamsRetail Debenhams
Listen up guys! Want some tips on buying lingerie for your lady? Have a watch of our Debenhams TV channel! <http://bit.ly/c54D71>
27 Oct

DebenhamsRetail Debenhams
@sarahs_scribble We'll ask and see what they recommend :)

@DebenhamsRetail Debenhams
Get your free £5 voucher and 15% off online code!! Click here for how to redeem: <http://on.fb.me/9J1rBg>
28 Oct via web
Retweeted by **joannabell** and 5 others

Debenhams Case Study – Email

A special gift for you. Save 15% online now. Plus a special £5 voucher gift for the new season.

DEBENHAMS Send to a FRIEND

Women | Ungerle | Men | Kids | Designer | Beauty | Gifts & toys | Home | Electrical | Sports | Weddings | TV | **Offers**



Your special **GIFT** for the **NEW** season

SAVE 15%
Shop online now
Enter **PGQP** at the checkout

Prefer to shop in store?
Click here for your £5 voucher >

Send this email to a friend
so they too can enjoy our special gift >

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It's here!
This is your
£5 Debenhams
voucher



 Your £5 voucher
Show this voucher in store or get 15% off at debenhams.com using code PGQP
Valid until 12 November

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Print this voucher now >
Save 15% online now >

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Debenhams Case Study – Print

DEBENHAMS
Great Seasonal Offers



Up to 30% off† women's coats
25% off Rocha/John Rocha women's knitwear
20% off† Homeware
Buy one get one half price†† on ALL children's nightwear
and much more...

✂

Plus a free voucher
£5 OFF*
when you spend £25 or more
or up to 15% off* at debenhams.com using code PFDP



2 502981 951053 >

Valid until 12 November
*Terms and conditions apply, see in store or online for details

DEBENHAMS

For the latest news, offers and promotions, sign up for our newsletters at debenhams.com

Debenhams Case Study - Results

- High volume distribution through affiliates
- Affiliates drove 43% of the total sales during the campaign
- 57% in store 43% online
- 70% of the new customers from the campaign acquired through affiliates
- Successful trial = Repeat campaign

Debenhams Case Study – Next steps

German Launch in Autumn/Winter 2011

Mobile site launch later this year