



Whistl Case study

Doordrop Media

Doordrop key channel to drive engagement

Aldiss is a department store founded by the Aldiss family in 1892 and have 2 stores based in Norfolk. Aldiss offer a wide range of furniture, sofas, garden furniture, flooring, rugs, carpets, lighting, homewares, cookware and gifts. They also have an online offering giving consumers different ways to buy from them, especially if they aren't local.

Objective: Aldiss believe it is important to talk to **NEW** and **EXISTING** customers as often as possible through print media.

Solution: Doordrop is the **KEY** channel that allows Aldiss the opportunity to have a 'one to one' communication in a cost-effective way. Sales data and evaluations show that doordrops drive footfall into stores as well as increase sales online.

Results: Instore sees the **highest sales values generated** from the doordrop as Aldiss purposely plan their campaigns in this way. The results when a doordrop campaign lands are:

- online benefits from **70% uplift in sales value**
- Instore benefits from **30% uplift in sales value** and **38% uplift in orders instore**,
- for every **£1 spent on Doordrop = £14 in sales** from NEW customers
- AND **we generate an uplift in sales** from existing customers

Darryl Simpson at Aldiss explains, "A clear spike can be observed in the Doordrop postcode sectors at the time of each campaign, which cannot be observed outside of the Doordrop areas. Our brochures are specifically designed as a 'keep me' coffee table item and allows us to showcase our newest products, which in turn means consumers are inspired.

We like to inform our audiences within our store catchments about latest deals, including using **doordrops to support our Black Friday event**.

We work with Whistl who undertake all our audience profiling, drive time analysis, doordrop planning to ensure that we select the best postcode sectors within our catchments. Whistl support us across insight, planning, strategy, eye tracking, evaluation and media buying.

The team at Whistl have really helped us evolve our doordrop approach, they offer us vital support through their account management, and work closely with my agency MA Marketing to deliver a cost-efficient service."



We use Doordrops to connect with our desired customers within our store and online catchments.

Doordrops have proven to **drive brand engagement and increase sales** for us and is a channel we can guarantee will amplify our brand.

The tangible nature of our catalogue provides inspiration to our audiences offering complementary items and accessories to customers, **encouraging them to make larger purchases**, which can increase the average transaction value.

We can measure the effectiveness of doordrops through sales uplift and our hero products featured on the doordrop.

By consistently talking to our audiences through a catalogue reminds customers of our presence and **reinforces our brand's identity**.

Darryl Simpson, Managing Director, Aldiss



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