

Monthly Catalogues

MM Electrical



the BRIEF

MME is an electrical wholesaling company that has over 145 branches nationally that distribute an extensive range of brands. MME also runs a direct marketing division that communicates directly with electrical contractors. MME Direct required a catalogue to be developed that could be mailed monthly to these contractors advising them on monthly brand specials/promotions.

the OBJECTIVES

- To develop a catalogue that would give MME extensive presence in the market place.
- Allow the branches to become involved at store level.
- To build a stronger relationship between the trade and the branches.
- To offer purchases of value for money.
- Include promotional offers.
- Ensure that the catalogue was sales directed, yet eye catching with a clean corporate look.

the SOLUTION

An A4 catalogue was designed that carried a different theme for each month. The catalogue is full of suppliers products and offers exceptional deals for the trade. Every month featured a 'Supplier of the Month'. A cartoon character called 'Shorty' was also developed that added an element of fun to the design. Every month 'Shorty' would take on the theme of the month and would appear at random throughout the catalogue. To also entice the trade the catalogues feature a head and shoulders shot of a 'Pirelli' model each month which then directs the reader back into a branch. The branches became involved by displaying the 'Pirelli' models each month with light boxes and hanging posters.

the RESULT

The results of the catalogue's success is measured each month and shows incremental increase in sales.

The catalogues have given MME extensive exposure in the marketplace and have aided relationships between MME and their key suppliers'.

AdrenalIn
...what a great idea