

SUCCESS STUDY: Bivouac Outdoor Guide Fall '09

"I'm a single-location, specialty retailer in recession-wracked Michigan. My advertising must help me compete with the Internet and big boxes.

The Outdoor Guide does all of that, and more than pays for itself. Plus, Catalyst makes it easy, and customers enjoy receiving it. It's a no-brainer."

—Ed Davidson, Owner, Bivouac, Ann Arbor, Michigan

Outdoor Guide Numbers:

Printed: 5700 Mailed: 5500 Distributed in-store: 200 Base price: \$5921

Personal Product Pitch

"... hit the ball outta the park!!"

Ed's strategy: Promote his local, 37-year market position with a high-impact offer in addition to the three standard Guide coupons. He reasoned that if customers tried one T-shirt, they'd be hooked and buy additional colors and other wool items, and tell their friends.

He negotiated a T-shirt price so that each purchase on this offer would require a minimum purchase of \$65, at a discount to Bivouac of less than \$6.50.

Results:

T-shirts sold: 183

Total sales generated: \$20,130

Average sale: \$110

Ed comments: "Many customers did come back several times to buy additional T-shirts for themselves and as gifts, and to try other wool items. This created quite a buzz and a surprising number of comments from people appreciating me 'reaching out' as a **local** merchant."

Bottom Line:

Generated sales over 7 times cost. Net ROI over 270%

Ed reports the Outdoor Guide mailing was responsible for a minimum of \$48,669 in sales (wool T-shirt offer plus coupon response) as well as generating countless new, first-time customers for wool products.

\$48,669 x 45% margin = \$21,901 gross profit
less \$5921 Guide investment = net profit of \$15,980 (270%)

The Shirt Off My Back—Only \$10
In 37 years, I've seen lots of products. But the single item I use the most is this simple T-shirt, made of exceptionally soft merino wool.

My Gift to You
This \$55 shirt — only \$10 — when you spend \$55 at my store before 12/21 (do your holiday shopping)

I know what you're thinking. "A wool T-shirt?" I was skeptical, too. But using new processes, Icebreaker of New Zealand is able to make wool that is truly as soft as cotton and machine washable.

My wife loves hers, too, because it's incredibly versatile. It adds extra warmth when the temperature dips, but it's so breathable that you can wear it by itself when summer comes.

This sophisticated look is great for travel, especially because you can wear it for days with no "aromatic effect."

Don't take my word for it—come to the Bivouac and try one on.

Ed Davidson

GUARANTEED: If you, or the person you give this shirt to doesn't love it—

BIVOUAC 15% OFF
Take 15% OFF your next footwear purchase.

BIVOUAC \$10 SAVE
Take \$10 OFF any purchase over \$50. (Excludes clothing and equipment sale.)

BIVOUAC \$20 SAVE
Take \$20 OFF any purchase over \$100. (Excludes clothing and equipment sale.)

Recipient's name, address and source code appear on each coupon