

Door hangers drive shoppers to grand openings, Skechers increases new customer acquisition.

Challenge

Skechers USA, Inc. distributes award-winning lifestyle footwear via department and specialty stores across the United States as well as direct to consumers through more than 130 company owned and operated retail stores. A billion-dollar-plus company, Skechers' feels part of its success stems from their approach to cutting-edge advertising.

Prior to working with Varga Media Solutions, Inc, Skechers' retail division had been using direct mail as their primary channel of direct to consumer marketing. They contacted Varga for help with an innovative way to engage directly with consumers and jump start response.

Solution

Varga designed a complete door hanger package to announce the opening of three company owned retail stores in New Jersey and California. In order to create a stir among local consumers, 50,000 door hangers were distributed within each market.

The door hangers featured the locations of each grand opening as well as a persuasive \$10-off coupon for shoppers.

Results

The response was overwhelming. Coupon redemption reached a rate of 1.1% and the campaign was credited with 9% -12% of store sales extending through the following month.

Skechers was ecstatic with the achieved ROI. As an added benefit, brand awareness was boosted within the distributed areas around the new stores.

Campaign Metric	Results
\$10 Off Coupon	1.10% Redemption
Revenue Generated	\$55,575.00
Customer Acquisitions	1099



"Skechers is thrilled with the response from the door hanger program. Our goal was to drive new customers into our stores and our goals were met and exceeded!"

*-Retail Marketing Department
Skechers, USA*