



Liquor Barons



Customer Snapshot

Market

- Liquor Retailing

Goal

- Find a way to penetrate into the national Australian Liquor market.

CUSTOMER

Liquor Barons

WEB

www.liquorbarons.com.au

ABOUT

Formed in 1991 with an initial 10 members, Liquor Barons has stores across all of Western Australia and has grown to become one of the most successful independent retail liquor groups in the state.

Liquor Barons stores are independently owned and run collectively under the Liquor Barons banner. The company's goal is to offer competitive pricing on a wide range of product lines and a service level unequalled by any other liquor group in Western Australia.

THE CHALLENGE

Liquor Barons was very dissatisfied with the letterbox distribution service it was receiving and was looking for an alternative provider. Catalogues are a key marketing investment for the company and poor distribution of catalogues was affecting sales revenue results. Liquor Barons contacted PMP Distribution in search of a more efficient and effective service.

Liquor Barons was also working towards strengthening its position in the marketplace. A change in distribution companies was going to assist in the re-positioning of the business and re-direct the brand back out into the public eye.

Liquor Barons came to know about PMP Distribution via an external agency who recommended PMP as a preferred supplier.

THE SOLUTION

Upon being notified of their concerns, PMP Distribution met with Liquor Barons' general manager to gain a better understanding of the company's needs at a store level. Key needs identified included optimised store catchments by site, and open and honest reporting of catalogue delivery.

In response to these needs, PMP Distribution worked to ensure Liquor Barons' core client base was being targeted correctly by undertaking some analysis using Mosaic geodemographic data. Mosaic is one of Australasia's most sophisticated geodemographic classification systems which offers a powerful analytical capability to identify customer potential, and enables targeting to a CCD level.

Working with the team at Liquor Barons, PMP reviewed and assessed the profile of households within their preferred catchment delivery areas and made suggestions on how to improve on these areas to maximise results. This mapping exercise assisted Liquor Barons with better understanding their existing catalogue catchment areas, and to reassess the most appropriate areas to deliver their catalogues to those most likely to respond moving forward.

Once the delivery areas were confirmed, PMP Distribution implemented a number of systems to build confidence with Liquor Barons utilising a new supplier. Independent auditors were used during distribution to give Liquor Barons peace of mind with their new catalogue delivery provider, and ensured Liquor Barons received the level of service agreed.

PMP also performed post-distribution campaign reporting, keeping Liquor Barons posted and notified at every step of the distribution process. As a result of PMP's transparent approach with Liquor Barons, Liquor Barons was fully supportive of PMP's honesty, which ensured the entire process was a success.

RESULTS

As a result of the analysis and mapping undertaken by PMP Distribution for Liquor Barons, and change in delivery of catalogue areas for each store, Liquor Barons now has great success with their catalogue campaigns. Promoted products featured in their catalogues averaging a 120% increase in sales for the period.



FOR FURTHER INFORMATION

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About PMP Limited

PMP is recognised across Australasia as one of the largest print and distribution companies of catalogues, magazines and marketing materials. We also provide insights into your customers, shoot about 35,000 retail images a year and support the production of consistent multichannel communications through workflow and premedia solutions. Through our breadth of experience and expertise, PMP have developed a range of integrated marketing solutions to help you understand, reach and capture your customers' attention.