

NZME x THE MARKET CASE STUDY

OVERVIEW:

During August and September 2022, online store TheMarket ran a print-only campaign with NZME, directing consumers to their website. NZME was tasked with driving sales, increasing awareness, and improving brand metrics around trust and credibility.

NZME and TheMarket engaged independent research agency Kantar to evaluate campaign outcomes.

CAMPAIGN SUCCESS:

NZME's newspaper and magazine brands achieved results on every level. Sales increased, and a new, broad range of potential shoppers were introduced to the site. This print campaign made TheMarket a more appealing, trusted, and safe place to shop. **As a result, 55% of those who saw the ads went on to visit or purchase a product from TheMarket.**



BY ADVERTISING IN NZME PUBLICATIONS THEMARKET SAW:



An **INCREASE** in average order value by **10.2%**



An **INCREASE** in the range of products purchased, opening up more product categories

HOW NZME READERS SAW THEMARKET:

80%

of readers recalled seeing TheMarket recently

55%

of readers went on to visit or purchase from the site

63%

of readers liked the adverts they saw

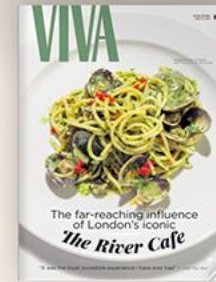
48% of readers found them memorable

60% said the adverts made TheMarket appear more appealing



73% found the adverts believable

61% of these readers agreed that the adverts conveyed TheMarket was a safe place to shop



GET IT ALL DONE ON

THEMARKET.COM

SAVE \$10 OFF \$100* WITH CODE DONE10
29th August - 11th September 2022

Redcurrent Soft Black Hydrangea Duvet Cover Set FROM \$219.90

Ultimate Ears Wonderboom 2 Deep Space Black \$169

Olaplex No.7 Bonding Oil \$55

Good, Harold Contemporary Metal Locker - Duck Egg \$459.90

FREE SHIPPING* with MARKET Club+

SAVE \$10 OFF \$100* WITH CODE DONE10

GET IT ALL DONE ON **THEMARKET.COM**

FROM \$59
Matise Exhibitions Poster Jazz 1947 by Henri Matise Art Print

\$104.99
Luigi Bormioli Set 4 Optica Champagne Coupe Glasses 300ml

\$359
Saben Coco Mini Bag - Terracotta

\$459.90
Good, Harold Contemporary Metal Locker - Duck Egg

\$194
Yves Saint Laurent Black Opium Eau De Parfum 50ml



NZME.
NEW ZEALAND MEDIA AND ENTERTAINMENT

BE SEEN. EVERYONE'S HERE.



NZME INTRODUCED A COMMERCIALLY ATTRACTIVE AUDIENCE TO THEMARKET:



78%

of readers were aged under 50

54%

of these readers have children at home under 18

THE CAMPAIGN BROUGHT A NEW AUDIENCE:

BEFORE THE CAMPAIGN,

49%

of those surveyed had not visited TheMarket recently or ever

11%

had never heard of the brand

Source: Advertising Engagement Study by Kantar Insights NZ September 2022

The NZME campaign introduced more **'OCCASIONAL' ONLINE SHOPPERS** to TheMarket

1 in 4

of the irregular shoppers who recognised the adverts, say they visited or purchased from TheMarket as a result



BE SEEN. EVERYONE'S HERE.