



LOCR CASE STUDY

JOSERA PET FOOD

IN GERMANY • SUPER PREMIUM PET FOOD •

JOSERA PET FOOD

OBJECTIVES

JOSERA is a leading animal nutrition and pet food manufacturer in northern Bavaria, Germany. The company distributes consumer pet food products via specialist pet shops around Germany.

Family-run for three generations, Josera has worked in the agricultural sector for over 70 years and diversified into pet food production 25 years ago. Today, the brand has a reasonably high profile and stands for sustainable action in line with the requirements of customers, co-workers and nature.

In 2014 Josera wanted to strengthen its retail channel with an effective marketing program. A location-based direct marketing campaign would introduce new customers to Josera products and direct them to their local retail outlets.

CAMPAIGN

Josera hired Grunewald GmbH, a leading direct mail and digital print provider, and a specialist provider of Geomarketing solutions, locr GmbH, to run an innovative direct marketing project that creates engagement for the high-quality pet food products and drives traffic to JOSERA's network of specialist retailers.

The campaign addresses pet owners that ordered a pet food sample pack via the JOSERA website.



Example NAVImap „Siegen“

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On the Josera website customers can provide information about their pet and order a sample pack, personalized to their pet, including cat or dog food samples and discount vouchers for Josera products.

The mailing also included a postcard, personalized to the pet owner, with a map that shows the locations of the JOSERA retail outlets where the vouchers can be redeemed and other useful travel information.

Based on the customer addresses and a data set of Josera retailers, locr calculates the driving distance from the recipient's address to the location of the two nearest

Josera retail outlets. The route the recipient would take is highlighted on a personalized map using Josera branded icons for the retailer locations. The map images are generated automatically by the locr technology and provided as a jpg file to include in the direct mail production.

Grunewald downloads the map images and enhanced customer address data from a server and digitally prints the covering letter and vouchers. The direct mail piece is not only personalized for the pet owner but also contains the pet's name and relevant images according to whether it's a cat or a dog.



Packaging & Contents

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The vouchers, covering letter and sample packs are dispatched in a Josera branded carton. The sample packs are distributed on a weekly basis. The campaign is an on-going project, which is distributed continuously.

In order to track the results of the campaign, the vouchers are bar-coded. Using these bar-codes Josera is able to calculate every retailer's sales conversions and match them to the original enquiry.

RESULTS

Since 2014 the campaign has been running continuously. Conversion rates from the website enquiry that led to purchases at the retail locations have increased by 3% since the campaign began (status as of 06/2015).



Example Print NAVImap

BEST PRACTICE

The campaign's success can be attributed to the free pet-food samples and purchase vouchers as well as the personalized content and engaging design of the marketing collateral.

For good reason the personalized maps are especially regarded as being responsible for the increased response rates. Stefan Seitz, Head of Marketing at JOSERA, noted: "The ability to guide our customers through individual geographical coordinates to the nearest dealers in our campaign brings significant added value."

The distance and journey time calculated by locr provide valuable customer insights for JOSERA. This data helps JOSERA to analyze the number of customers visiting the particular retailers and identify regions where dealerships can be established to shorten the customer's travel time.

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ABOUT LOCR:

locr® is the world's leading provider of geomarketing services that let marketers use location to their advantage. locr takes data from leading geodata suppliers and converts it into geo-information services and personalized maps that can be used by marketers to enhance their mailing lists, create higher engagement, and achieve better response rates.

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