



PROBLEM

After moving to a
**100% digital
strategy, Bullseye
has lost 12% of its
market share to
competitors and lost
22% of sales**

Bullseye 

A few things are clear...

1. A large portion of our audience is over 35 & a digital-only approach **does not match** their media consumption habits.
2. Brand equity is the lowest its been in 6 years – our customer's don't feel connected to us...because **we don't speak to them.**

OBJECTIVES

By end of 2020, Bullseye needs to:

- 1) Re-gain **lost market share & sales**
- 2) Re-build **brand love** with customers

BUT the retail category is weakening & it's more important than ever to stand out. We need to understand and connect with our customers.

CATEGORY

The retail industry is collapsing in AUS

EBGAMES



kikki.K TOPSHOP

Bardot colette
by colette hayman

TOYS R US

Standing out with a **strong and purposeful identity** is key for survival

CUSTOMER

Bargain hunting is no longer shameful – BUT quality cannot be compromised

insideretail.com.au > news > how-kmart-made-cheap-cool-201703

How Kmart made 'cheap' cool - Inside Retail

Mar 30, 2017 - Pricing: Kmart moved from being a 'discount store' to be Prices (EDLP) ... Further better products didn't necessarily mean more o



Remove reliance of **heavily price pointed strategies** & focus on trendy, low priced items

CULTURE

The desire for authenticity is real



Flaws are welcomed & reality is celebrated. Real authenticity is seen as **standing for something**

COMPANY

No relevant or emotional connection with our key audiences

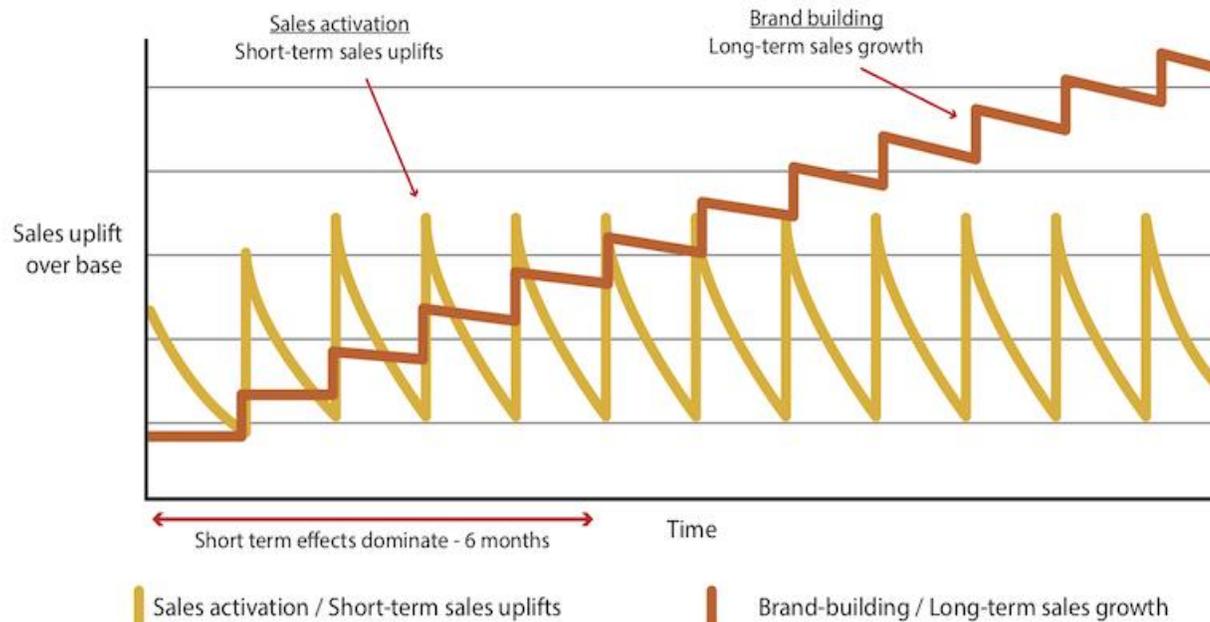
No connection

Retry

Don't speak to Aussie's, **connect with them**

A 100% digital approach makes it difficult to connect and engage with customers. We need a balance between emotional priming & rational retail-based activity to drive continual traffic into stores

Brand-building and sales activation work over different timescales



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

- Taking advice from Les Binet & Field, we recommend a 60:40 split between Brand (emotion) and Retail (rational)

This means we can

Emotionally prime to connect with our customers and **keep our brand top of mind**, should they not be in an immediate purchasing mind-state

Implement **tactical retail/product marketing** to **capture** consumers while they are in the **consideration & decision making phase** of purchasing

So, who are we talking to?



Across all 3 audiences, ~**90%** of women are the **main household decision makers** when it comes to purchasing goods for home. The majority are Mums. They're thrifty spenders & like to **look & feel good without breaking the bank**

Roy Morgan Data March 20 – Women aged 25-34, Women 35-49, Women 50+
Study [Families Relationships and Society](#),

But...they also have **one other thing** in common

[Modern mothers 'watched and judged', say researchers - BBC ...](#) ✓

Mar 20, 2017 - Modern mothers 'watched and judged', say researchers ... To avoid making pregnant women and young mothers feel uncomfortable, Dr Grant ...

— Nine / 9Honey / Mums

Today's mothers feel more judged than ever before

By [Divin Yasa](#) | 3 years ago

[www.huffingtonpost.co.uk › entry › mum-feel-judged-parenting-skill...](#) ▾

[Researcher Urges People Not To Shame Or Judge Pregnant ...](#) ✓

Mar 20, 2017 - ... To Shame Or Judge Pregnant Women And New Mothers As They Feel ... mother-grandmother pairs and found the public judging of women ...

[www.parents.com › Health › Parents News Now](#) ▾

[A New Report Shows Pretty Much ALL Parents Feel Judged](#) ✓

... dads reported feeling judged by other parents, strangers in their community, ... as parent since 2007, so I'm pretty immune to all the mom shaming at this point.

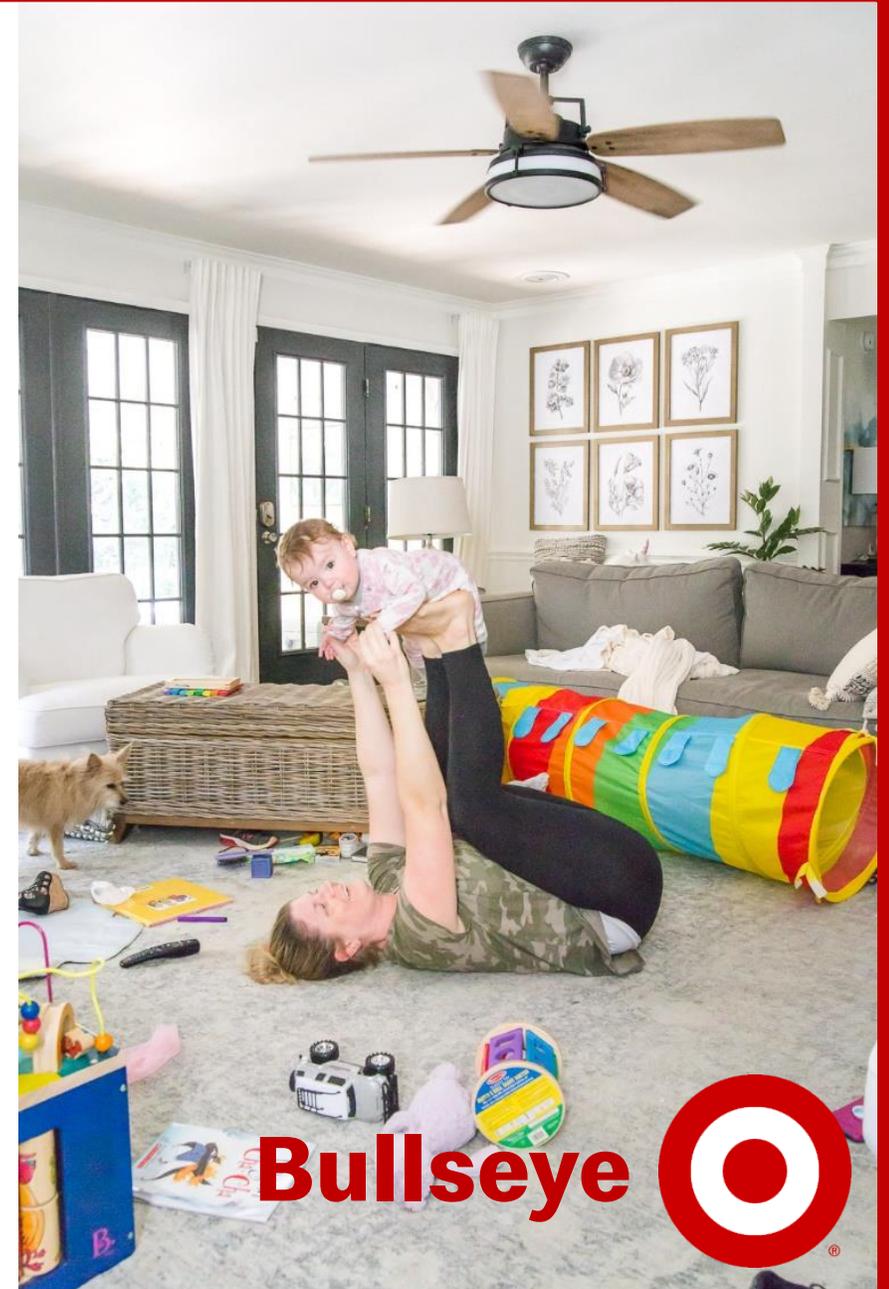
The Insight

The desire for authenticity exists...but in reality women still feel vulnerable showing their true selves.

The Opportunity

Why is perfection always associated with being negative, unattainable & unrealistic? Why can't perfection and "real life" exist in the same sentence?

Do we need to redefine what perfection means?



Our provocation

Picture Perfect

Introducing a concept that celebrates **REAL LIFE** and **AUTHENTICITY**.
They are more than just buzz words – our advertising should be 100% focused on collating user generated content, showing people that a **REAL FAMILY** is one that is **PERFECT**

How

Turn our customers into our biggest brand advocates

1. Introduce a functionality in our app (or elsewhere) that allows customers to submit their photographs showcasing how our products come to life in their homes.
 2. Base all ATL activity – both Brand & Retail – off this concept.
3. Integrate UGC into all owned & earned channels i.e. design all printed catalogues to reflect products in-situ in our customers homes, augmented reality product browsing in app to bring this experience to life.
4. Launch with a series of trusted Aussie influencers that are also strong advocates for our brand, to help re-engage our customers & drive brand conversion.
5. Recommended launch timing = September 2020. EOFY is an extremely cluttered time full of price driven advertising. This is a territory we want to avoid.

Why

1. **We want real authenticity** – not just the concept of it, nothing staged.
2. UGC = **lower production cost** so we can invest more into media to drive awareness
3. Stronger media investment is crucial to **bring awareness levels back up**.

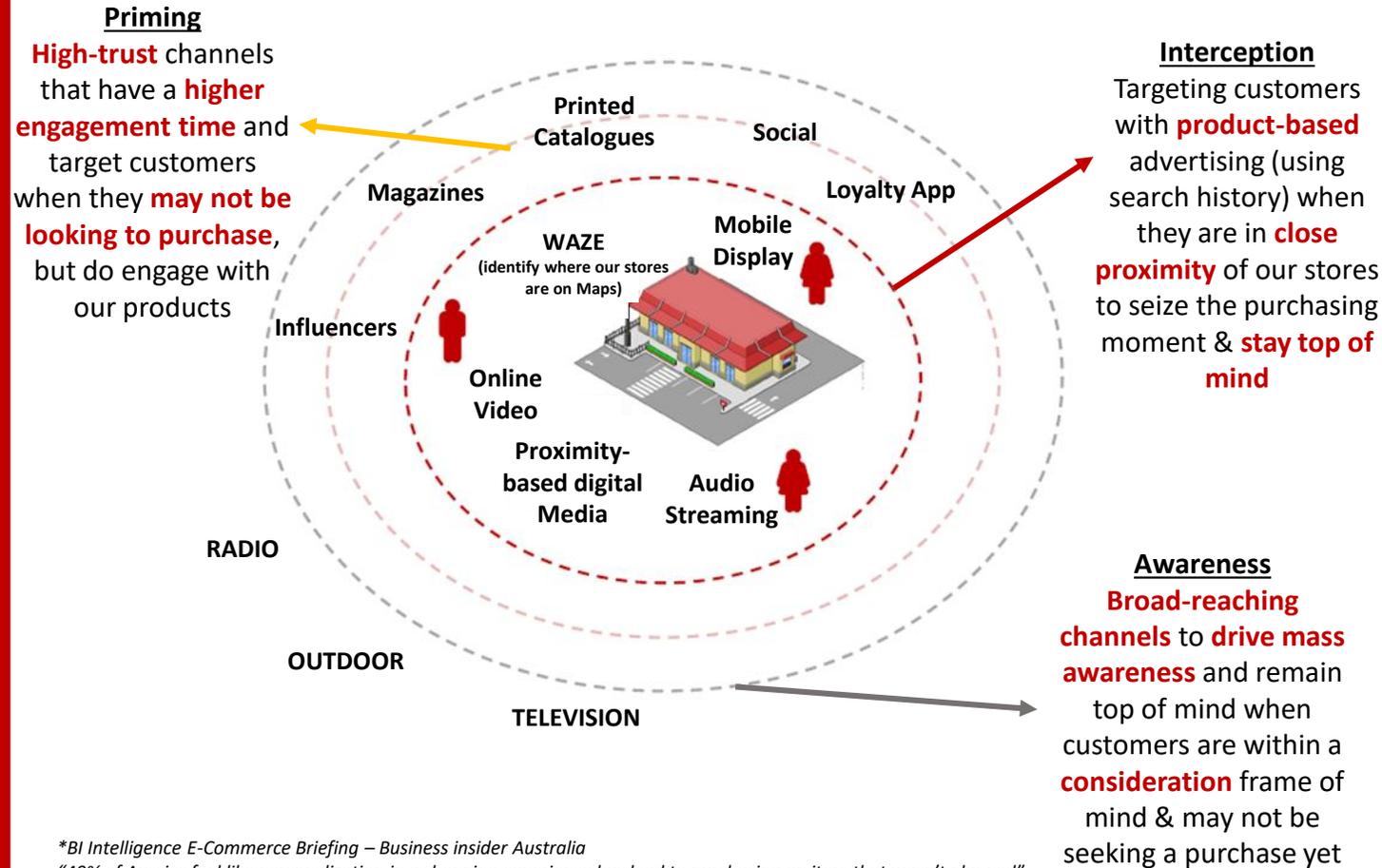
From



To



It's imperative to make sure we're talking to our customers within **every mindset** of their purchase journey



Most brands have a loyalty app – **but not many have purpose**. Let's tap into the frustration caused by time-poor lives & **give genuine reward for being loyal**

- Augmented reality for Fashion & Homeware – see how our products would look in real life, in your home
- Build functionality within App to allow customers to upload their own photo's of our products in situ so we can share ATL
- Special VIP access to on-trend, highly coveted items before they are offered to public
- Personalised recommended items based on spending habits – likely to drive unplanned purchases*
- Link with popular entertainment and shopping brands (i.e. HOYTs, Woolworths) for permanent discounts
- Link with Qantas Rewards + leverage their trusted brand for access to deeper data & reward customers via points

So what? *Acquiring a new customer is 5-25 x more expensive than retaining an existing one***



*BI Intelligence E-Commerce Briefing – Business insider Australia
 “49% of Aussies feel like personalization in a shopping experience has lead to purchasing an item that wasn't planned”
 **research done by Frederick Reichheld of Bain & Company

In order to maximise growth, we recommend implementing a **3 yr. growth strategy** to **re-gain sales & broaden market share** by acquiring new customers. We recommend continual focus on Brand to drive long term growth*

2020 Regain

- Roll out new campaign September 2020 at the start of **Spring. EOFY is extremely cluttered** with price driven offers & is reminiscent of cheap deals. This is a territory to avoid.
- Focus on **high reaching channels to quickly build brand** awareness.
- Use more **targeted** channels to **build frequency** & drive rational product based messages.
- Use our app to **drive loyalty** and assist in building brand love

2021 Grow

- Continue **60:40 split between Brand & Retail** to continue growing brand love.
- Start to **steal share** (as opposed to just regaining share) within the market
- Focus on **exploring new audiences** – Gen Z appears to be an untapped, unexplored market for Bullseye.
 - **WHY?** Gen Z represent the future of our business, if we don't talk to them, we risk losing relevance in the future.

2022 Lead

- Lead the category & continue to evolve Brand with **all** customers.
- **Continue to drive loyalty** and focus on building Trust with customers.
 - Increasing customer retention rates by 5% has the potential to **increases profits** by 25% to 95%.**
- Focus on **innovation to elevate** Bullseye beyond other competitors

Agency Task Brief - Summary

Brief Description

Develop a campaign approach to build mass awareness across the market through short and long term initiatives that drive loyalty and trust.

Problem

After moving to a 100% digital strategy, Bullseye has lost 12% of its market share to competitors and lost 22% of sales

Insight

The desire for authenticity exists...but in reality women still feel vulnerable showing their true selves.

Provocation

Introducing a provocation that celebrates **REAL LIFE** and **AUTHENTICITY**. They are more than just buzz words – our advertising and media approach should be 100% based on user generated content, showing people that a **REAL FAMILY** is one that is **PERFECT**

Business Objectives

1. Re-gain market share 12% within category
2. Re-gain 22% loss in sales

Marketing Objectives:

1. Re-build brand awareness of Bullseye
2. Drive consideration of Bullseye's products through building Loyalty & Trust

Campaign Execution and Timeline

- **May 2020:** Social driven comms seeking out real life images and videos of consumers wearing and using Bullseye products
- **August 2020:** Creative production
- **September 2020:** Roll out new campaign through owned and bought channels
- **November 2020:** Post campaign analysis

Budget

Production Cost: \$130k

Media Awareness Cost: \$370K