

**COUNTRY ROAD**

**EFFORTLESS WITHOUT THE EFFORT:  
COUNTRY CLUB**

Michael O'Donoghue & Tessa Whittaker

Carlton & United Breweries

# BACKGROUND

**Client:** Country Road\* is a major fashion and homewares retailer with an established and strong national brand presence.

For generations, Country Road has defined the effortless style that's synonymous with an Australian way of life. For you, your home, and the ones you care about.

**Business Problem:**

In 2019 we undertook a media strategy that failed to perform – sales revenue, market share, and brand equity all saw a dramatic decline over key selling periods.

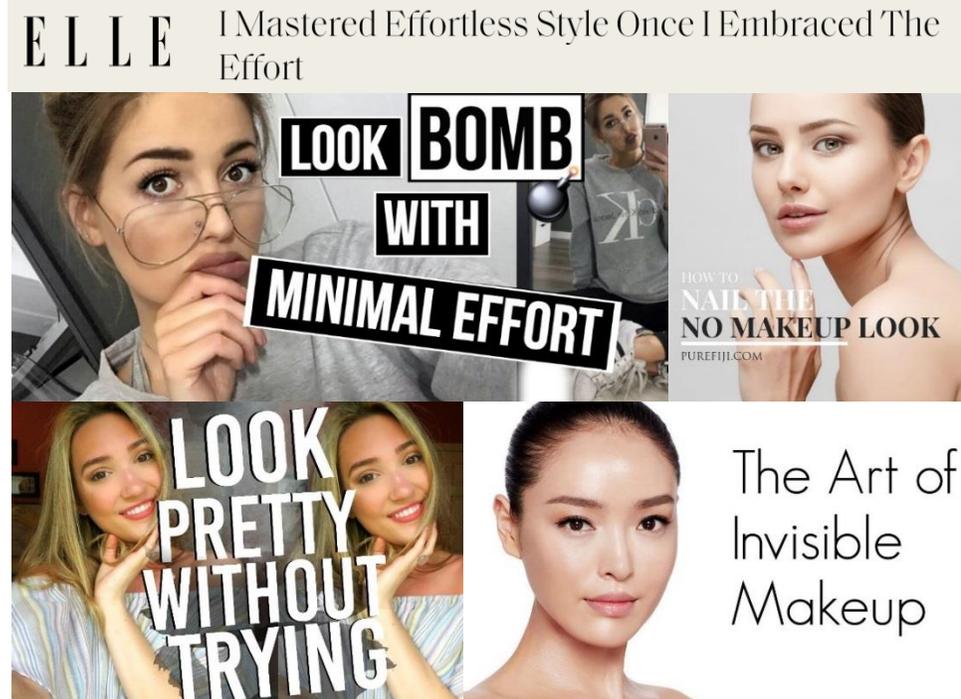
**The brief in brief: How can we return Country Road brand equity to growth, and build top of mind awareness with affluent women from 25-65?**



*\*For the purposes of competition entry we have imagined we are Country Road – a leading, premium well established fashion and homewares brand across Australia*

*'Many people I've met believe that those with effortless style are just born that way, with an eye for what looks good, or seem to just wake up on the right side of the bed each morning – **while the rest of the world have to just sit around hoping we don't have lippy on our teeth.***

*– Alarna Hope, personal stylist & author, *That Effortless Bitch**



## INSIGHT

Women (and men) want to be attractive to others and ourselves – it's in our nature to be image conscious.

## TENSION

Although we all try, it's anti-feminist and anti-body positive to look like we're trying too hard to be perfectly attractive.

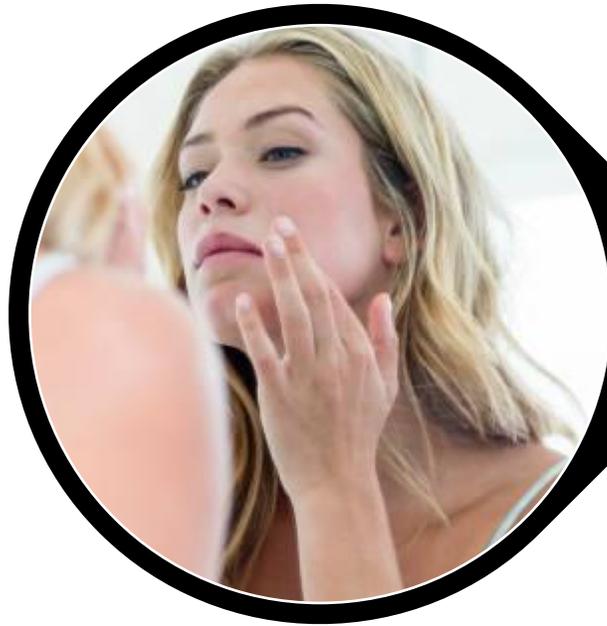
## OPPORTUNITY

Ultimately, we all want to look effortless but we know effortless takes effort. How might we be the solution to remove that effort?

# OUR TARGET:

**This cultural truth is relevant for all Australian women, but manifests itself differently across age groups:**

Ultimately, we all want to look effortless but we know looking effortless takes effort.



## 25-35 Women

Tension

I'm pressured to look like I have it all together when really I have no idea who I am.

## 35-45 women

I don't have the time to put in all this effort, but I don't want to lose what makes me, me.

## 45-65 women

Society only represents young people, but I don't want to look like I am trying to be young, I just want to feel young.

# Therefore to return to equity growth, we must:

**Get:** affluent women from 25-65

**To:** see Country Road as a trusted but approachable style leader in Australia

**By:** removing the effort from looking effortless

	25-35 Women	35-45 women	45-65 women
Tension	I'm pressured to look like I have it all together when really I have no idea who I am.	I don't have the time to put in all this effort, but I don't want to lose what makes me, me.	Society only represents young people, but I don't want to look like I am trying to be young.
Our role	Take out the stress by being a source of trust as a style leader.	Make it quick, easy and simple – don't add to the mental load.	Help me look as great as I feel – I want to embrace my age.

THE SIMPLE IDEA

# COUNTRY CLUB

A subscription box for apparel and homewares for taking the effort out of looking effortless.

COUNTRY ROAD  
PRESENTS

# COUNTRY CLUB

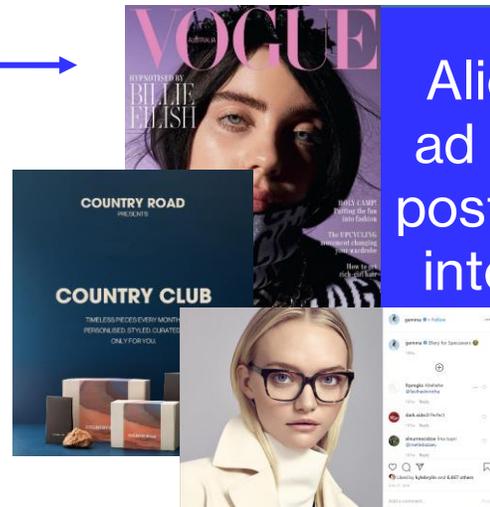
TIMELESS PIECES EVERY MONTH.  
PERSONALISED. STYLED. CURATED.  
DELIVERED EFFORTLESSLY.



# HOW IT WORKS:



ALICE 28, works in PR, and cares deeply about what other people think.



Alice sees the Country Club press ad in Australian Vogue, as well as a post from Gemma Ward on IG. She's interested, and goes online to sign up for a Country Club box.

1

Alice picks her monthly plan & preferences; whether it's the number of items, certain colours or fabrics (organic/sustainable) – it's all about what she likes.

2

The 1<sup>st</sup> box arrives, and the everything is personalised to Alice based on her preferences, with styling tips for everything in the box, plus in-store offers.

3

Alice keeps what she likes, and returns the rest in the next month's box. She only pays for what she keeps, and the returns are used to further personalise for Alice.

The more Alice spends on Country Club, she unlocks in-store bonuses like free tailoring, colour analysis, personal shopping and more.

**COUNTRY CLUB**  
Member Level 1

# CAMPAIGN TASK & OBJECTIVES :

**Your task:** Help us create the Country Club; setting our business up with a compelling subscription service & loyalty data program that will:

- ❑ Open a new revenue stream,
- ❑ Better inform our total decision making, and
- ❑ Power our brand equity back to growth for the next decade.

**Two major deliverables:**

❑ **Country Club design and experience:**

How will we create a compelling loyalty program primarily for women?

❑ **Awareness & acquisition launch campaign:**

How will we launch Country Club ahead of EOFY to drive awareness and acquisition?

## Glass vs Clay – Mandatories & Considerations:

GLASS (CANNOT BREAK):

- ❑ Key message – we are offering a way to remove the effort from looking effortless
- ❑ Tone of voice (see below for more detail)

CLAY (OPEN TO MOLDING):

- ❑ We have men's apparel as well as children's apparel– how can we recruit men onto this platform , or add children's apparel to existing subscribers?
- ❑ Referrals – how can we create strong advocates in our initial Country Club members to promote recruitment by WOM?

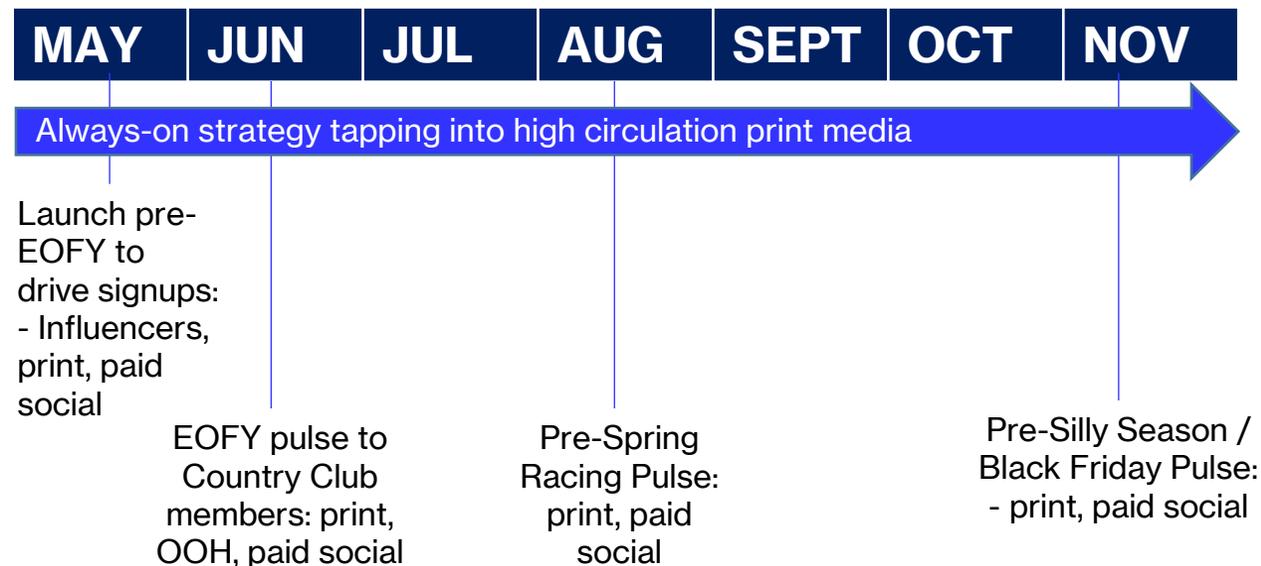
	We are:	We are not:	
	CONCISE	ELITIST	
	HIGH QUALITY	CHEAP	
	REAL	FUNNY	
	STYLISH	WEIRD	
	VERSATILE	CONTROVERSIAL	
	AUSTRALIAN	ATTENTION SEEKING	
	ELEGANT	PRETENTIOUS	

# CAMPAIGN NUTS & BOLTS

BUDGET	DELIVERABLES
<b>Creative &amp; Production - \$120k</b>	
\$50k	Concepting of Country Club design, consumer experience, key visuals & launch plan
\$70k	Production of: <ul style="list-style-type: none"> <li>- Country Club website &amp; order portal (\$20K)</li> <li>- Marketing assets, e.g. key visual rollout across website assets, print assets, digital web banners, store posters, eDMs, OOH (\$30K)</li> <li>- Influencer kits (\$20K)</li> </ul>
<b>Media - \$380k</b>	
\$200k	Premium print media – Fashion, Lifestyle, Women’s Interests, Financial Newspapers
\$80k	OOH – large format digital in key metro motorways
\$80k	Paid Social Ads, SEO/SEM & Display
\$20k	Influencer/Ambassador paid posts (inc. existing Country Road ambassadors - e.g. Gemma Ward)

## MEDIA PHASING:

Media should be phased to win before EOFY as a priority, then pulsed as we move through each key selling period.

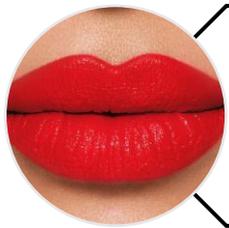


## SUCCESS METRICS:

1. 250k click-throughs to Country Club signup page
2. 25k subscribers to Country Club
3. +5% equity growth vs prior year

# WHY COUNTRY CLUB IS THE ANSWER:

## CONSUMER:



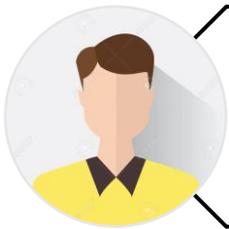
Taps into a universal human truth; we all want to look attractive, but that takes effort.



Addresses a pain point for each target: lack of confidence / lack of time / lack of opportunity to be me



Provides real utility to the end user via personalisation



Benefit and insight can stretch to other markets, including men.

## COMMUNICATIONS:



By talking to both potential and existing customers together, we are driving both penetration and loyalty, with penetration being the main driver of growth (Binet & Field 2019)

Print provides trust:  
82% of internet users trust print ads when making a purchase decision, that's more than any other medium (MarketingSherpa, 2016).



Print provides conversion:  
49% of Millennials made a purchase because of what they saw in a magazine (Quad Graphics, 2015).

Multiple channels provide effectiveness:  
Multi-channel campaigns are more effective a single channel, and 3 x channels is the most effective number to increase ROI (IPA, 2011)



## FUTURE PROOFING:



Capture share of wallet by removing the decision factor



Know our customers better than our competitors with rich data and insight



Prevent death of brick & mortar by driving into store with rewards



Solidifying and differentiating our e-commerce route to market