

MAILER:

Colgate Palmolive

OBJECTIVE:

Colgate Palmolive faced the challenge of expanding market share among ethnic consumers and positioning the brand as a great value and leading selection among CPG products for family purchase.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of demographically targeted ethnic consumers within a 3 mile radius from Dollar stores that carry Colgate Palmolive products. The offers provided coupons for in-store redemption for a variety of Colgate Palmolive products with printable manufacturer's coupons for toothpaste, dish soap, hand soap, deodorant and laundry detergent, proving that the trusted industry leading brand represents quality as well as value for long-term brand loyalty as well as coupon driven ROI during the promotional period.

OUTCOME:

The email marketing initiative resulted in above average open rates and click through rates on the test campaign, leading to a tremendous amount of brand awareness and a high coupon redemption rate.



Start the Year with Savings!

Print These Coupons

FAMILY DOLLAR

Manufacturer's Coupon

SAVE 75¢

on any Colgate® toothpaste (4.0 oz. or larger)

Consumer: Do not send this coupon to Colgate-Palmolive Company. Limit one coupon per purchase of product(s) indicated. You must pay any sales tax. Retailer: Colgate-Palmolive Company will reimburse the face value plus 5¢ handling if submitted in accordance with our Redemption Policy. For policy and/or coupon redemption, send to Colgate-Palmolive Company, P.O. Box 81 Paso, Tx 85588-0249. Cash value 1/100¢. Coupon may not be bought, reproduced, transferred or sold. Void where prohibited or if transferred to any person, firm or group prior to store redemption. Void only in the USA, its territories, and possessions. Redeemable at Food, Drug Discount and other Stores accepting coupons.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com