

**Client:** Harveys  
**Agency:** Starcom Mediavest  
**Campaign Objectives:**

- Drive people into store to take advantage of the Easter Weekend sale offers
- Improve perceptions of Harveys and demonstrate a wide product range

**Target Audience:** All readers  
**Campaign Dates:** Sunday 24<sup>th</sup> April 2011  
**Research Dates:** Mon 25<sup>th</sup> – Fri 29<sup>th</sup> April 2011  
**Additional Comment:**

**Execution:**

- A **colour page** advert in The Mail on Sunday front half showing a range of sofas as well as tables and chairs.
- Clear signs for “up to” and “better than half price sale”. A time limit to the offers is clearly shown and each product has it’s own price and discount.



## Campaign Results...

The advertising was very successful in increasing awareness of Harveys range and offers. It increased consideration of Harveys and drove readers into store.

### Awareness:

- Prompted advertising awareness for Harveys was **40% - 1.98m The Mail on Sunday readers**. This is a very impressive recall figure and it is likely that the colourful and clear sale creative caught people's attention
- 88% of readers are aware of Harveys as a furniture retailer. Of retailers that focus entirely on furniture products this percentage puts Harveys in second place for awareness levels

### Call to action:

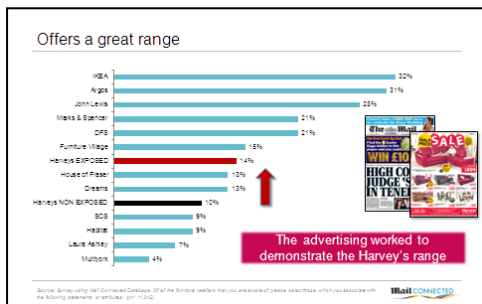
- **100,000** readers shopped for or planned to shop for furniture on the Easter weekend. Considering the big ticket nature of the products this is a pretty good reaction to the advertising
- **Over 1 in 5** readers said that seeing the Harveys advert prompted them to buy or consider buying from Harveys. **That's 436,000 readers**
- Those exposed to the advertising are **27% more likely to consider purchasing** furniture from Harveys

### Brand attributes:

- This Harveys advert cut through and improved perceptions amongst The Mail on Sunday readers against a range of metrics:
- Offers a great range – **40% higher at 14%** for readers exposed compared to not exposed
- Great quality – **14% higher at 8%** for readers exposed compared to not exposed
- Modern – **63% higher at 13%** for exposed compared to not exposed

### Impact:

- **66%** say furniture advertising in The Mail on Sunday gives them an idea of where to shop
- **64%** state if they see a product they like in The Mail on Sunday they will actively seek it out in store
- **42%** said The Mail on Sunday can inspire them about furniture for their homes



What they remembered...

- half price sale
- Sale, maybe red, full page ad, pictures of sofas
- The red settee
- Harveys have a half price sale, it was a full page advert and stood out quite well. The prices seemed competitive.
- Harveys Full page with colour, better than DFS, SCS not as colourful
- Harveys had a full colour page advert with several items of furniture and was set out in a way which was interesting with plenty of offers; DFS was in black and white not so eye catching; SCS didn't have enough content
- Harveys - half price sale advert was colour with large amount of red
- Harveys were offering half price

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