

GAPINGVOID CREATIVE CHALLENGE

Anna Thiel
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Storytelling - Be Comfortable in the Uncomfortable



In an ever changing world, our lives will be uncomfortable at some point. By being aware of this and having mechanisms to keep comfortable when one encounters the uncomfortable, we conquer the discomforts we encounter and it becomes comfortable conquered.

This concept encourages us to be mindful of our surroundings and others, accommodating not just our pains but others'.

Storytelling - Clarity is Our Secret Weapon



The finest detail can be what makes a delicate machine work. Our ethos are delicate machines, and when we accurately describe these fine details, our collaboration with others flourishes. Less time is wasted in miscommunications and more time is allowed to innovate. By being clear, we enunciate the values and requirements in any given interaction, strengthening communication between each other.

Illustration - Nobody has all the answers. That's why we have each other.



Nobody has all the answers.
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We stand as one. Nobody gets there alone. Like a puzzle, you must have all the pieces to create a great picture. It's the same with us. It's only by combining our experiences, skills, and experiences propel us toward the best version of ourselves.

Illustration - Take an ordinary thing and elevate it.



Take an ordinary thing and elevate it.

We love the little things! While others may see something as irrelevant, we know how it's the little things that make a difference and move the needle. Every seemingly small element plays a part in achieving true excellence. We consider the details in every interaction we have with each other, with our customers in our processes.

Design

The following pages are my designed layout for Gatto Nero Case Study.

I used InDesign and unlicensed images from Adobe Stock (so you will see watermarks)



How A Simple Product Marketing Strategy Doubled A Luxury Perfume Brand's Revenue

BACKGROUND

Gatto Nero is a luxury boutique brand based in Florence, Italy. They sell exclusive perfumes and home fragrances that are hand-crafted in the heart of the city using only organic ingredients sourced 100% in Italy. They are well known around the world for their high quality and exclusive products.

For the last 12 months, Gatto Nero has been looking for a way to get customers to try their new home fragrance collections. Even with a lavish product launch in Dubai and an extensive marketing campaign, they have struggled to get customers interested in their new fragrance lines.

While their classic limited edition perfumes have been enjoying success globally among celebrities and a well heeled clientele, selling their home fragrance collections has proven to be a challenge. For this reason, Gatto Nero approached Beyond The Box to help them find a solution to this problem.

SOLUTION

Beyond The Box devised a simple yet overlooked marketing strategy to help introduce people to try new products without them having to visit a store or buy a product in order to try it.

A sample kit of Gatto Nero's ten new fragrances was created and made available for purchase at a nominal price online and in store. This allowed anyone to try the whole range without the expense of buying a product at full retail price.

Also by including free product minis to all perfume purchases, they were able to help attract more sales while providing extra value to customers.

Each order included three free fragrance mini bottles from the newly-launched lines. Customers were allowed to pick which ones they wanted - this gave them the opportunity to try home fragrances they wouldn't have bought otherwise.

RESULTS

Customers loved the sample pack and this has directly converted to an increase in sales of new fragrances.

Furthermore, customers feel that they are getting more "value" with free fragrance minis of their choice, leading to an increase in sales of products from Gatto Nero.

Thus, Beyond The Box helped Gatto Nero hit two birds with one stone — they were able to sell more products while enticing customers to try out their newly-launched home fragrance collections.

- 200% Increase In Sales Revenue
- 140% Increase In Home Fragrance Sales
- 240% Increase In Newsletter Sign Ups
- 67% Increase In Repeat Customer Purchases

CONCLUSION

Gatto Nero was able to get more customers to try out their new fragrance collections. Loyal customers also felt rewarded for their purchases, and this led to an increase in repeat customer sales for the company. This simple yet effective product marketing campaign helped double sales revenue and retain customer loyalty.



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