

An IPC Cross-platform Case Study

Inspiration for the home from
John Lewis and Southbank

IPC | SOUTHBANK

John Lewis

Background

As Britain's favourite retailer, John Lewis is well known for its extensive product range and "never knowingly undersold" promise. Less well known, however, is the extent of its range of home furnishings and its unique customer services.



Strategy

The key objectives of the print campaign were to raise awareness and purchase intent for John Lewis' new Autumn/Winter home range through maximising exposure of their latest catalogue.

In addition to this, John Lewis really wanted to be seen as an inspiring brand that encouraged consumers to use their products and services when improving or decorating their homes; whether large or small scale.

IPC Southbank's Home Interest titles include some of the UK's top Homes magazines. They are trusted brands and seen as the ultimate sources for beautiful ideas and information, empowering home-owners to make the most of their properties.

As an inspirational destinations for consumers, IPC Southbank's Home Interest titles provided the perfect location to deliver loyal and targeted audiences that are actively interested in their home.

HOMES
& GARDENS

Livingetc Ideal home

25 Beautiful
HOMES

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Execution

The John Lewis campaign was an integrated magazine and online approach across IPC Southbank's Home Interest titles and House To Home website throughout Autumn 2009. This ensured maximum exposure to an engaged audience.

Knowing that cross-platform partnerships work effectively, IPC Southbank ensured that the campaign was also supported by banner and MPU display adverts and a dedicated feature online. This drove traffic to the John Lewis website for research and purchases.

The results

IPC Insight teams' ability to understand the Southbank's audience of upmarket women helped towards a successful pre and post ad effectiveness research.

The research conducted by IPC Insight revealed that the campaign **provided inspiration**, with 66% encouraged to look at John Lewis for things for their home.

Strong brand consideration was achieved with a 26% point uplift in consumers considering visiting John Lewis when purchasing an item for their home.

The campaign **raised awareness of the John Lewis home range**, with a 23% point uplift in those who agreed that John Lewis had products to suit all tastes and styles.

Purchase intention increased, with 8 in 10 respondents were likely to purchase something from John Lewis in the future.

