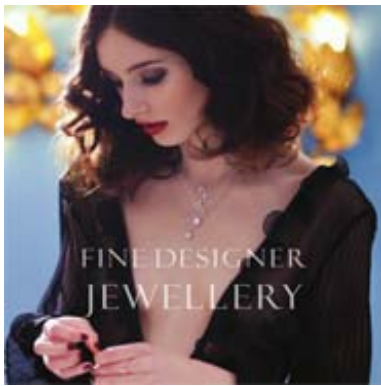


MAIL

Astley Clarke aims for last-minute recruits with Christmas mailer

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By RACHEL LAMB

British jeweler Astley Clarke is trying to both acquire and retain consumers with two Christmas-themed mailers that are promoting gifts and products for the holiday season.

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Luxury Daily

Many luxury marketers are using digital outlets to reach consumers who may need last-minute gifts, but few are using direct mail and print campaigns. Astley Clarke is drawing special attention to itself with the promise of 15 percent off and free delivery by entering a short code at check-out.

“The Astley Clarke Christmas catalogues add value by raising awareness of the brand and showcasing key pieces and collections,” said Bec Astley Clarke, founder and managing director of [Astley Clarke](#), London. “Of course it is impossible to show the customer everything that we stock, but it gives a great opener to the Astley Clarke brand.

“The strategy was to acquire new customers and to engage and open up dialogue with our existing customers,” she said.

Ring in the new year

One Astley Clarke mailer is 38 colored pages and the other is 44 pages. They are

both printed on semi-gloss paper.

The first pages of content consist of welcome letters from Ms. Astley Clarke and a selection of her favorite products.

The images are large and high resolution and include the page number in the catalog so that consumers can easily find the product details.



Astley Clarke mailer

Each page has a short note or connotation offering holiday cheer, shopping advice and fashion tips.

Intertwined with products are campaign images of a woman wearing pieces from the collection so that consumers can see the jewelry on a size scale.

Astley Clarke is also promoting its gift-wrapping services for the holiday season through notices on the back page and throughout the content.

The front and back pages of the catalog are dedicated to direct consumers to the brand's Web site at <http://www.astleyclarke.com>, a customer service number and the address to the jeweler's showroom in London.

There is also a ring sizer located on the back page so that consumers can order the correct ring size.

Along with these offerings, consumers can also receive free shipping and 15 percent off their purchase if they enter the short code "ACDEC" at check-out.



Astley Clarke mailer

Consumers can also find a mailer online [here](#). The online catalog links shoppers back to the ecommerce site.

Crown marketing jewel

Many luxury marketers use email to remind consumers of last-minute shopping ideas because it is an effective and quick channel ([see story](#)).

However, traditional marketing channels could be just as effective and luxury brands that realize this could be taking advantage of an open medium.

For example, luggage manufacturer Tumi is hoping to catch holiday executive travelers with its catalog featuring men and women using an array of customized branded products meant to inspire gift ideas ([see story](#)).

Also, leather goods manufacturer Brahmin chose real New York residents for its Holiday 2011 Style Guide, aiming to effectively capture the essence of the brand in every day life ([see story](#)).

In addition, direct mail can encourage consumers to buy online. Consumers can also bring the catalog in-store to find a product.



Astley Clarke mailer

“A piece of direct mail is something that can be touched and felt,” Ms. Astley Clarke said. “This is a wonderful thing for the customer to receive and is a physical reminder to visit AstleyClarke.com.

“It also allows us to create a story, a look and a feel in this format and speak to the customer in ways that they aren’t usually spoken to,” she said. “It’s an exciting tool.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York