

INTERNET

Christofle taps email list for French Mother's Day

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By TRICIA CARR

French silver brand Christofle is encouraging transactions on its French e-boutique during the week leading up to its home country's Mother's Day with a complimentary set of books with purchase.



The company sent an email to its list that contained a transaction code to be used on its French ecommerce site to receive a free gift. Fifty consumers will receive a case of books called "L'art de recevoir," or The Art of Hospitality in English, with a purchase of \$319 or more.

"Mother's Day in France is presumably a great opportunity to promote the sale of gift items as it is in the United States," said Ron Kurtz, president of [American Affluence Research Center](#), Atlanta.

"This promotion adds value to the brand because it is being offered to a limited audience of Christofle's past clients who will appreciate receiving favored treatment," he said. "I think this is a smart move for enhancing the brand's position with their top 50 clients."

Mr. Kurtz is not affiliated with Christofle, but agreed to comment as an industry expert.

[Christofle](#) did not respond before press deadline.

French-only

Christofle sent an email May 21 to its list that told consumers that they could receive a set of recipe books titled “L'art de recevoir” with a purchase of \$319 or more in honor of the French Mother’s Day holiday, which is May 27.

The image is a promotional graphic for Christofle. At the top, the brand name "Christofle" is written in a large, elegant white script font, with "PARIS" in a smaller, simple font underneath. The background is black, framed by a decorative border of small, colorful flowers (pink, yellow, and white) on thin green stems. In the center, white text reads: "Pour la fête des mères, Christofle vous offre le coffret de 10 livrets «L'art de recevoir» de Ladurée*". Below this, it says: "Offre exclusive internet limitée aux 50 premiers clients, pour un minimum d'achat de 250€ TTC sur notre e-boutique : www.christofle.com". To the left, there is a photograph of a green gift box with a white floral pattern and a stack of ten recipe booklets with colorful covers. To the right of the books, white text states: "Code Avantage valable du 21 mai au 3 juin 2012 : «RECEVOIR2012»". At the bottom, a small white font provides details: "*Prix indicatif du coffret «L'art de recevoir» 35€ TTC. Le coffret sera livré dans un délai de 10 jours à compter de votre commande sur notre site, et indépendamment de la livraison de cette commande."

Christofle Mother's Day email

The email told recipients that there is a limit of 50 sets of books and the offer is valid May 21-June 3. The code “recevoir2012” must be entered when a consumer is completing an online transaction to receive the gift.

This offer is not valid in Christofle's bricks-and-mortar stores or other country-specific e-boutiques.

Consumers who clicked on the email were brought to the brand’s French e-boutique at <http://www.christofle.com/fr>.



French e-boutique

Items in a consumer's shopping cart must total \$319 or higher for the gift-with-purchase code to work.

The "L'art de recevoir" series consists of 10 books that are each dedicated to one type of recipe such as dinners and deserts.

"Sending out an exclusive promotion code only to its email list sounds almost like a test strategy to see which of its customers can be drawn in to the e-store," said Pam Danziger, president of [Unity Marketing](#), Stephens, PA. "Either that or the company wants to limit its exposure to gift with purchase redemption.

"I do not think this offer has much strategic value to the brand other than to test its file and gather a little more insight into the segment of customers stimulated by the offer to shop," she said.

Mom knows best

Luxury retailers using gift-with-purchase promotions may not directly influence a consumer's purchase, but they can offer an extended shopping experience that can result in brand loyalty and give luxury brands an edge without offering direct discounts ([see story](#)).

Christofle is probably looking to strengthen its image as an ultra-affluent brand by limiting a gift with purchase to 50 consumers.

In addition, the brand is likely looking to increase email opens by affiliating a gift promotion with the French Mother's Day.

Many luxury brands favored email to market products for U.S. Mother's Day and drove transactions in numerous ways including free shipping or discounting, invitations to ecommerce and adding sentimental value ([see story](#)).

Christofle likely chose a gift with purchase to avoid demoting its brand by offering discounted products.

"I assume gifts with purchase work for luxury brands in certain product categories and price points, as they are used frequently by various companies," American Affluence

Research Center's Mr. Kurtz said.

"In this case, the consumer is getting two gifts for the price of one, and this could create opportunities for gifts being given by different family members," he said.

Final Take

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