

warne's solutions

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Direct Response — No.8

Increasing market share in a diverse buyers' market

CLIENT: Hanes Canada

PRODUCT/SERVICE: T-shirts and other active-wear for screen-printing

SITUATION:

When Hanes decided to establish its own marketing and warehousing in Canada, its two existing distributors had only been able to obtain 2% share of the \$200 million active-wear screen-print market. Hanes had no direct contact with screen-printers because it was difficult to reach them via existing media. The market was a diverse mix of small to medium sized local shops and large-scale national operators.

Hanes needed to determine a way of connecting with the vast array of screen-print operators across Canada whom they did not know yet, and Warne was called in to assist them.

OBJECTIVE:

To increase market share by 300% in the first two years of operation in Canada.

STRATEGY:

Compile a national database of screen-printers and embroiderers and communicate with them by providing relevant and helpful information to their business in order to create an awareness of and preference for the Hanes active-wear brand.

TACTICS:

The implementation was a two-fold process:

First, a newsletter with information of real interest to screen-printers was mailed quarterly to the compiled database. This newsletter, called *Frontlines*, carried an array of relevant content and was used to promote Hanes to potential customers.

Second, product specific promotions were sent to potential customers in the database, including targeted promotions towards the largest screen printers, to induce trial.

RESULTS:

A research questionnaire included in *Frontlines* generated more than a 25% response rate, indicative of high readership of the newsletter. Calls to customer service hotlines increased by about 40% after each mailing, and as much as 10% of the database made direct sales requests by phone. **Specific product promotional mailings exceeded sales targets by as much as 50%.** Market share objectives were achieved in the first two years.

