

Newsletter Content Comparison

Holiday Revenue Ranking

1. Family Day
2. Anniversary
3. Mother Day
4. Black Friday
5. Boxing Day
6. Father Day

Newsletter Content

Family Day (Bench Mark)

- + size font
- No products display
- Offer a range of discount. Ie, 20% off up to 50%
- Announced how many pairs of shoes will be offered during this sale (70,000)
- Event time period is indicated - range 1 to 3 days

Anniversary Sales

- Font size matched
- Range of discounts not indicated
- Cap the discount at 30% off
- No number of shoes shown
- Used negative connotation (Not to be combined with any other sale or coupon offers)

Mother Day

- Font not matched
- No other similarities with family day sales
- Used random picture unassociated with spring/summer
- No discount or % off is shown
- Revenue might be saturated due to most customers are women (And they see its mother day sales, increased impulsive purchases)

Black Friday

- No discount or % offer is shown
- Offered products
- Did not indicate the number of products
- Even sale shoes! 2ND pair must be of equal or lesser value (Too detailed, users only skim email and look for email)

Boxing Day

- No discount or % offer is shown
- Products are offered
- No number of products offered
- Too much detail and require reading
- Clustered
- Feels like a regular email instead of a holiday sales

Father Day

- No discount or % offer is shown
- Products are offered
- No number of products offered
- Too much detail and require reading
- Clustered
- Feels like a regular email instead of a holiday sales

Cyber Monday

- Font sizes matched
- No discount or % offer is shown
- Email too plain, generate no interest
- Limited time offer but how long is the event
- Takes time to read

Recommendations

- Less words
- More phrases
- Use large numbers in large fonts to express significant of sales or offer
- Highlight words that have significant values
- Exaggerate the numbers. 20% - 50% discount
- Use large font sizes with colours to indicate the important parts of the message

Think of some other ways to generate impulsive behaviours

Appendix

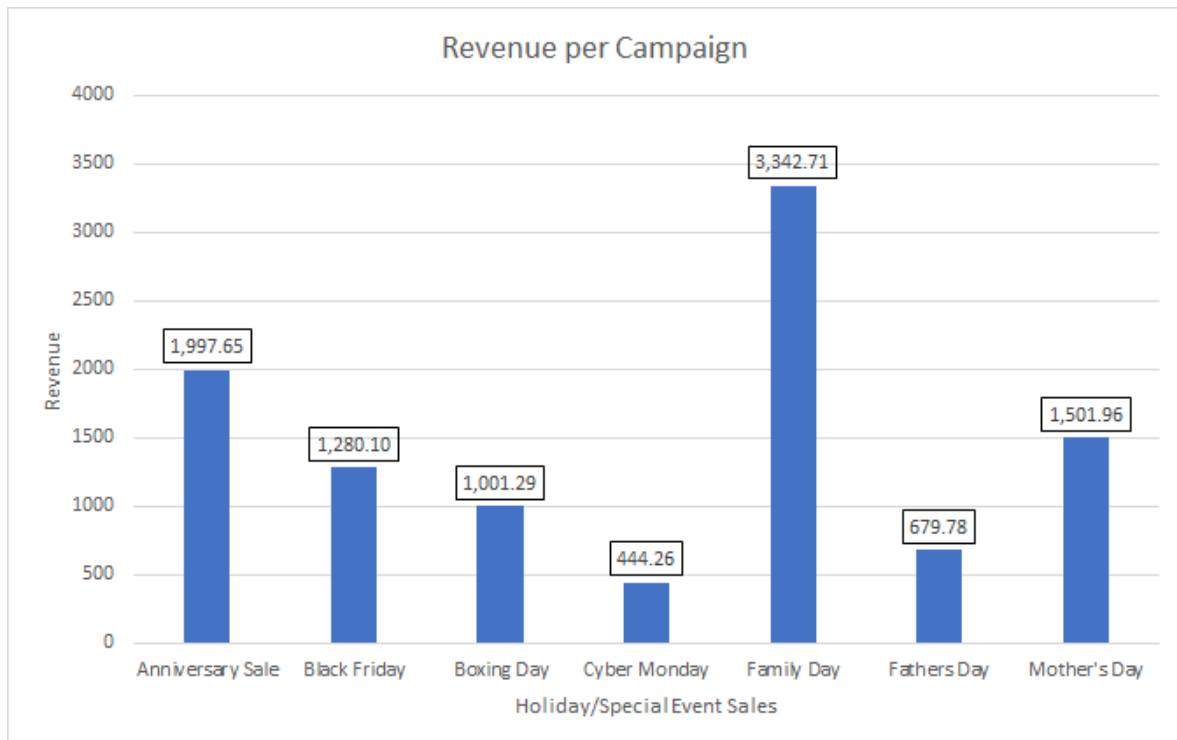


Figure #: Revenue per Holiday Campaign Bar Chart

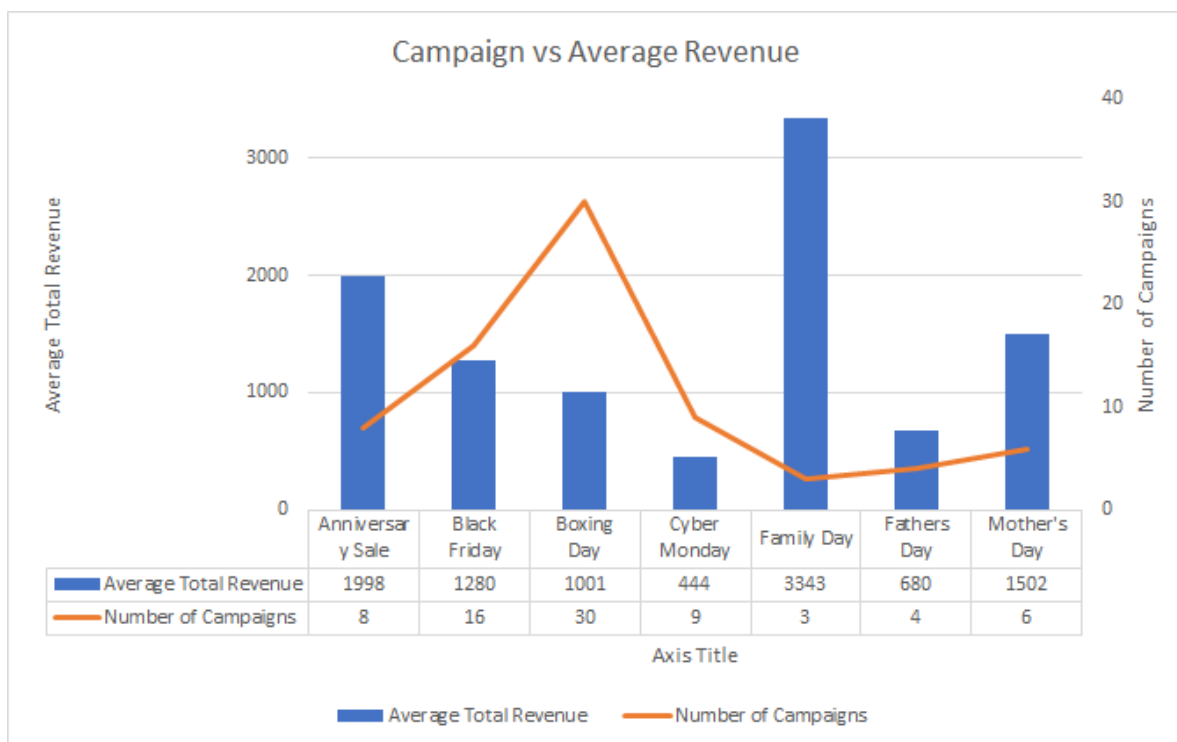


Figure #: Campaign vs Average Revenue Bar and Line Chart

Newsletter Contents

Family Day
WEEKEND SALE!

25% OFF
EVERYTHING
IN STORE
AND ONLINE

Including over 70,000
pairs of shoes already at
50% off or better!

3 DAYS ONLY!

Saturday, Feb 11th - Monday, Feb 13th.



Shop online at ronsons.ca

NOW OPEN!

Hillside Centre, Victoria 778-265-8211
734 Granville at Georgia 604-682-0795
2845 Granville at 12th 604-736-8183
Sevenoaks, Abbotsford 604-746-4272
2145 W 41st, Kerrisdale 604-261-5305

NOW OPEN!

Park Royal South 604-922-6404
Willowbrook, Langley 604-532-8455
Richmond Centre 604-273-2010
Semiahmoo Mall 604-531-2152
Coquitlam Centre 604-944-2882
Metropolis, Burnaby 604-433-1255

NOW OPEN!

ronson's RACK
Spall Plaza, Kelowna 778-478-3111
Coquitlam Centre 604-475-7463
2715 Granville at 11th 604-731-4550
Capilano Mall, North Van 604-971-5303
Lansdowne Centre 778-297-7189
Semiahmoo Mall 604-536-6930
10118 152nd St, Surrey 604-580-3700

NOW OPEN!

ronson's RACK AT THE BACK
Park Royal South 604-922-6404
734 Granville at Georgia 604-682-0795
2145 W. 41st, Kerrisdale 604-261-5305
Richmond Centre 604-273-2010

Figure #: Family Day Sales Email Newsletter Content 2017

WALK WITH
ronson[®]



ANNIVERSARY SALE
30% OFF
**ALL REGULAR
PRICE SHOES**

(not to be combined with any other sale or coupon offers)

Figure #: Anniversary Sales Email Newsletter Content 2018



Coupon Book
Spring 2018

CLICK HERE
TO SEE
COUPON
SHOES

Figure #: Mother Day Sales Email Newsletter Content 2018

WALK WITH
ronson's[®]
Black Friday

ON
NOW!

EVERYTHING
**2ND PAIR
HALF PRICE!**

Even Sale Shoes! In-Store & Online

2ND PAIR MUST BE OF EQUAL OR LESSER VALUE

ROCKPORT



EXAMPLE 1

Regular
\$150

\$99⁹⁵

MEN'S ROCKPORT
SL2 APRON TOE
Black leather

\$49⁹⁹

As a 2nd Pair of Equal
or Lesser Value

ronsports



EXAMPLE 2

Regular
\$150

\$69⁹⁵

WOMEN'S RONSPORTS
CAROLYN 3
Black, dark grey & coffee suede

\$34⁹⁹

As a 2nd Pair of Equal
or Lesser Value

November 19th - 26th, 2018

Figure #: Black Friday Sales Email Newsletter Content 2018

ronson[®]

ON NOW!

BOXING WEEK 2ND PAIR HALF PRICE

2ND PAIR MUST BE EQUAL OR LESSER VALUE

**EVERYTHING
IN STORE AND ONLINE**

ROCKPORT



Regular
\$180

\$89⁹⁹

\$44⁹⁹

**MEN'S
ROCKPORT CSP**

As a 2nd Pair of Equal
or Lesser Value

KODIAK
CANADA'S BOOT



Regular
\$150-\$175

\$74⁹⁹

\$37⁴⁹

**WOMEN'S
KODIAK**

As a 2nd Pair of Equal
or Lesser Value

Figure #: Boxing Day Sales Newsletter Content 2018

BETTER THAN HALF PRICE



*eckō unltd.

**MENS BENJAMIN
BLACK, BLUE & WINE SUEDE**

\$49⁹⁹
REG \$139.95



NOW OPEN!

Hillside Shopping Centre 778-265-8211
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RACK**

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**ronsons
RACK AT THE BACK**

Figure #: Father Day Sales Email Newsletter Content 2017

ronson[®]

Cyber Monday

On Now!

Everything
In-Store & Online:
**2ND PAIR
HALF PRICE!**

**EVERYTHING,
EVEN SALE & COUPON DEALS**

2nd pair must be of equal or lesser value.
Limited time offer.

Figure #: Cyber Monday Sales Email Newsletter Content 2017