

Tiger Pistol Boosts Sales and Exposure for Fabric and Craft Store



14%

Increase in Incremental Sales

21x

Return on Ad Spend

20%

Increase in Message Association

The Challenge

Australia's largest fabric, craft, and party supply store needed to create a user-friendly and integrated shopping experience across channels, while promoting sales during the Halloween season.

The Solution and Benefits

Tiger Pistol worked with the retail brand to create a 3-stage campaign to make Halloween a big conversation topic and highlight how the brand contributes to Halloween celebrations. The campaign consisted of videos to get potential customers excited about Halloween, link ads to direct consumers to the Halloween webpage, and dynamic and personalized ads to encourage website visits.

This campaign proved that each digital interaction the retail brand has with customers assists in driving consumers to the store, and vice versa. Linking the brand with Halloween celebrations led to increases in sales in-store and online.