

ARNOTTS CHRISTMAS GIFT APP

IDMA CASE STUDY

SEPTEMBER 3RD 2014



DEVELOPER PLATFORM CONSIDERATIONS

Multi-platform and multi-channel capabilities

Agile programming

Security

Auditability and governance

Future proofing!



APP DATA MANAGEMENT

Maintenance

Defining data structures, Updating data, Retrieval of data, Administration of data

Administration

Storage and warehousing technologies, operational systems and platform integration

Systems

Transition from database warehouses to real-time platforms

Data Compliance

Privacy policies, security, data management flow



USING DATA TO TRACK SUCCESS

App success should be measured based on defined objectives from offset...

Total downloads across different platforms

Duration of app user visit

Social sharing

Total game play

Traffic driving

Sales achieved

Consumer behaviour insights

App promotional media evaluation



ARNOTTS CHRISTMAS GIFT APP LAUNCH & MEDIA PLAN

Launch Phase 1

Sunday November 17th – Santa's Official Arrival & the Arnotts in-store Christmas Launch.

Santa's carriage, which travelled across the city, was branded with a call to action to download the app.

The download message was a key feature in-store and in the windows, officially opened that day by Arnotts Santa and Miriam O'Callaghan.

The Gift Guide and mobile marketing elements went live at this stage.

Across digital channels, a targeted SMS campaign was received by 10,000 recipients.



ARNOTTS CHRISTMAS GIFT APP LAUNCH & MEDIA PLAN

Launch Phase 1

A homepage takeover on arnotts.ie for the duration of the campaign.

Dedicated email promotions to the Arnotts customer database (36,000 recipients).

PPC activity alongside paid-for Facebook and Twitter social media promotion.

A customer freetext option using three unique keywords (“Arnotts”, “Christmas”, “Magic”) afforded us the ability to gauge media consumption and track downloads.



ARNOTTS CHRISTMAS GIFT APP LAUNCH & MEDIA PLAN

Launch Phase 2

Sunday December 1st - The Advent Calendar & Daily Prize Giveaways.

Following the surprise PR stunt, a thorough mix of marketing techniques were deployed to drive app download and usage including:

Print advertising in The Irish Times and Irish Independent Christmas gift guides,
a week-long 98FM radio campaign culminating in a live store broadcast
to launch the first day of the advent calendar

Targeted outdoor advertising including banner and billboard displays.



ARNOTTS CHRISTMAS GIFT APP - MEDIA MIX

**Mobile
Real Time
Bidding**

Facebook

Communicorp

Twitter

O2 SMS

**Boards.ie &
Daft.ie**



ARNOTTS CHRISTMAS GIFT APP - UTILISING OUR OWN CHANNELS

THE A LIST
BE IN THE KNOW

Shop Online at Arnotts.ie
Free Delivery on orders over €50*

SEND TO A FRIEND

WOMEN MEN BAGS SHOES BEAUTY ELECTRICAL HOMEWARE FURNITURE KIDS

A free gift
from Arnotts to you
every day 'til Christmas

Just for once,
free means free.

Our new Christmas app gives you a free gift every day from December 1st. There are no catches and there is no purchase required.*
Even Santa's sack runs out of gifts at some point though, and ours only contain so many gifts per day, so check your phone early!
*while stocks last

PRETEXT
MAGIC
to \$0100
and we will text you a link to download the free
Arnotts Count Down to Christmas App.

FIND OUT MORE

DOWNLOAD THE FREE
Arnotts Advent Calendar Gifting App

AVAILABLE ON THE
App Store

GET IT ON
Google play

SHOP ONLINE WITH ARNOTTS.IE

join us

on

on

on

on

on

Arnotts Department Store
13 Henry Street, Dublin 1
+353 1 466 1000

FREE DELIVERY ON ORDERS OVER €50 WHEN YOU SHOP ONLINE*
*excludes apply for furniture and large electrical appliances, see terms & conditions for more details.

*terms & conditions apply

This email was sent to arj@arnottskievie@arnotts.ie.
Unsubscribe | Tell a Friend

Arnotts
EST. 1843



ARNOTTS CHRISTMAS GIFT APP – TWITTER CAMPAIGN

Retweeted by George MacDonald
IMAGE.ie @IMAGE_daily · Nov 27
They keep coming! 25 Santas! Which one do we talk to about our lists?
@ArnottsDublin #arnottsgiftapp pic.twitter.com/e6LeJ1xnaa
Expand Reply Retweet Favorite More



Haute So Fabulous @HauteSoFabulous · Nov 27
Got myself all set up for a little daily #magic this #holiday season with
@ArnottsDublin #arnottsgiftapp #christmas pic.twitter.com/VLjpGkw6oP
View photo Reply Retweeted Favorite More

Arnotts @ArnottsDublin · Dec 25
CONGRATULATIONS S.Murray, the winner of the €2500 Winter Sale shopping spree on the #ArnottsGiftApp bit.ly/18L51E2
Expand Reply Delete Favorite More

Elverys Sports @Elverys · Dec 17
Claim today's FREE gift on the #ArnottsGiftApp from @Elverys limited to 100 customers! #ArnottsChristmas pic.twitter.com/DcKikFBvkM
View photo Reply Retweet Favorite More

La Bougie Candles @labougiecandles · Dec 9
A very special surprise on the #ArnottsGiftApp this morning | @ArnottsDublin
pic.twitter.com/bkx0USHEZ
View photo Reply Retweet Favorite More

Retweeted by Fiona Cooke
concrete collar @concretecollar · Nov 27
25 Santas absailed down the front of @arnottsdublin this morning! What better way to launch their #arnottsgiftapp!... fb.me/OUP84Fd1
Expand Reply Retweeted Favorite More

Followed by Elaine Burke
Grace @poisongrass · Nov 20
This little beauty has landed! Free gifts with the #ArnottsGiftApp
arnotts.ie/content/Christ...
Expand Reply Retweet Favorite More

Retweeted by N"E*R"Dtalker
Eleanor @onapixelout · Nov 18
what's better than a free app? a free app that gives you free stuff
#ArnottsGiftApp arnotts.ie/content/Christ...
Expand Reply Retweet Favorite More

Retweeted by Raquel Trejo Garrido
Joe @joesdublin · Dec 1
APPY TIMES: download the #ArnottsGiftApp to get a free coffee or tea from Joe's @ArnottsDublin tomorrow between 7.30am and 11.30am.
Expand Reply Retweeted Favorite More

Trendsmap Dublin @TrendsDublin · Nov 27
#arnottsgiftapp is now trending in #Dublin trendsmap.com/ie/dublin
View summary Reply Retweet Favorite More

Arnotts
— EST. 1843 —

ARNOTTS CHRISTMAS GIFT APP QUANTIFIED RESULTS



ARNOTTS CHRISTMAS GIFT APP - TARGETS & KPI OBJECTIVES



Target
Downloads
5,000



Target % of
online sales
5%



Target number of
Facebook fan growth
1,000



Target no. sponsored
tweet downloads
2,000



Target increase
data captures
2,850



ARNOTTS CHRISTMAS GIFT APP - TARGETS & KPI RESULTS



Target Downloads 5,000

Achieved Downloads 32,057

Insight: iOS the most popular device
(almost three times Android downloads)



Target % online sales 5%

Achieved % online sales 16%

Insight: Most popularly shopped departments
beauty, jewellery and home items



ARNOTTS CHRISTMAS GIFT APP - TARGETS & KPI RESULTS



Target number of Facebook Fan

1,000

Achieved number 3,272

Insight: 30.87% of registered app users used their Facebook profile to register



Target number of sponsored tweet downloads *2,000*

Achieved number 3,307

Insight: we achieved **10,703** tweet engagements from our paid Twitter campaign as well as attracting an additional **882** new followers.



ARNOTTS CHRISTMAS GIFT APP - TARGETS & KPI RESULTS



Target increase data captures

2,850

Achieved Data captures

12,021

Insight: Email proved to be the most popular registration medium with 7,308 app users registering via email.



Arnotts
— EST. 1843 —