

## UFI MARKETING AWARD 2012

### INTRODUCTION - Huishoudbeurs

With almost 250.000 visitors each year the Huishoudbeurs is the largest lifestyle event for women in the Netherlands.

Visitors of the Huishoudbeurs can try and buy products in the field of fashion, personal care, living, leisure and food at 400 'shops under one roof'. They can check out the latest fashion, enjoy live performances, follow one of the many workshops and taste snacks or drinks.

As part of the Huishoudbeurs, Festival Fantastique is a small scale festival on the exhibition floor with entertainment, artist performances and fashion shows.

### Visitor profile

Female 90% / Male 10%	Household without children: 29%
Working: 77%	One-person household: 11%
Household with children: 49%	One- person household with children: 7%

### Facts Huishoudbeurs 2012

Total amount of visitors: 246.998	Average purchase amount: € 101,-
Average time spent at the exhibition: 5,7 hours	Total turnover: 25 million Euros
Purchase by 88% of the visitors	

The organization had the objective to find a way stay in touch with the target group of the Huishoudbeurs throughout the year instead of the 9 days the exhibition was being held. That's when the loyalty programme was introduced.

## PARTICIPATION

### 1. Objectives

#### What were the overall objectives of your industry-related marketing activity?

Developing a loyalty programme as an extension of the Huishoudbeurs so visitors will enjoy advantages and privileges throughout the year. When a visitor joins the loyalty programme she will receive a loyalty card. With this loyalty card she can shop at different online shops and/or retail partners that are part of the loyalty programme.

#### What were your specific objectives vis-à-vis your target group?

- Extension of the exhibition concept (9 days a year) to year-around
- Finding new exploitation forms of the exhibition concept which will result in extra money flow
- Retaining existing visitors
- Attracting new visitors for the Huishoudbeurs
- Realizing new ways of cooperations between the Huishoudbeurs and online shops and/or retail partners

### 2. Actions

#### What measures did you take to reach these objectives?

Communicating with the target group by means of online and offline possibilities:

Online

- Website [www.huishoudbeursvoordeelpas.nl](http://www.huishoudbeursvoordeelpas.nl)
- Emailmarketing
- Newsletter with specific offers

Offline

- Mailpack
- Hotel voucher with attractive discount once the loyalty card was activated
- Promotion on the exhibition floor
- Public relations by means of press release

### **What were the specific challenges faced?**

Initial proposal of sending out the loyalty card beforehand fell through because the main sponsor withdrew.

### **How were these overcome?**

The visitors received a flyer when arriving at the exhibition. With this flyer they could register at several computers at the event and receive the loyalty card straight away. The loyalty card gave immediate discounts at several exhibitors.

## **3. Results**

### **Objective 1:**

#### **Extension of the concept 'Huishoudbeurs' from 9 days a year to 365 days a year**

Instead of a yearly contact between the visitor and the Huishoudbeurs, we now have a two weekly contact via the email newsletters called 'Huishoudbeurs Voordeelpas'. The newsletters are personalized and contain offers that fit the personal needs and wants of the visitor.

### **Objective 2:**

#### **Finding new exploitation forms of the exhibition concept which will result in extra money flow**

We succeeded in creating an extra money flow by stimulating our visitors to shop at one of our online partners, resulting in € 2.500,- in the first month.

### **Objective 3:**

#### **Retaining existing visitors**

Since we combine our standard monthly newsletter with advertisements from the Huishoudbeurs Voordeelpas, we have seen a big increase in the open- and click rates of the newsletters.

Before mentioning the Huishoudbeurs Voordeelpas, the average openrate was about 22%. Now the openrate lies between 40% and 45%.

Also the clickrate has shown a positive result, from 2% before the Huishoudbeurs Voordeelpas to 4-5% with the Huishoudbeurs Voordeelpas.

When Huishoudbeurs 2013 ends we will know what the outcome/ effects will be on existing visitors.

### **Objective 4:**

#### **Attracting new visitors for the Huishoudbeurs**

When Huishoudbeurs 2013 ends we will know what the outcome/ effects will be on new visitors.

### **Objective 5:**

#### **Realizing new ways of cooperations between the Huishoudbeurs and online shops and/or retail partners**

Since the start of the Huishoudbeurs Voordeelpas, we have welcomed over 58 online shops in this new concept.

### **Did the programme increase your revenues or have other measurable financial impact**

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These figures have a direct influence on the revenue of the cost per sale/ cost per lead deals we make with our advertisers.

### **What were the quantitative and/or qualitative effects on your exhibition activity**

Not known yet.