



CASE HENNES & MAURITZ

Client

Hennes & Mauritz

Marketing goals

- › Generating traffic to stores
- › Stimulating sales
- › Brand awareness

Photoflyer type

- › Regular with tear-off coupon

Concept

The photoflyer is fitted with a tear-off coupon. On this coupon H&M has printed a discount. By handing in the coupon in the store you will receive a discount or an H&M gift.

Result

This campaign can be evaluated by the amount of coupons handed in.



front



back

