

m marketing & Sears Canada win MarketingSherpa's Silver for Best Consumer Email Marketing

Re-launch of Sears Canada's "What's in Store for You?" e-newsletter leads to successful results

Toronto, Ontario, March 12, 2008 – At MarketingSherpa's 3rd Annual Email Summit award ceremony held February 26, in Miami, FL, m marketing inc. competed with over 300 international competitors and was presented with a Silver award in the Best Email Marketing Newsletter (Consumer) category. The only Canadian company to receive an award at the Summit, m marketing won for the 2007 re-launch of the Sears Canada "What's in Store for You?" e-newsletter.

MarketingSherpa was looking for compelling content and inspiring design in a consumer-oriented e-newsletter that built brand awareness and created sales. The Sears Canada "What's in Store for You?" email program surpassed all goals and produced exceptional results.

"The re-launch of the Sears Canada "What's in Store for You?" e-newsletter is proof that well thought-out creative, matched with clever strategies, can lead to exceptional return on investment," said Tanya Stambolic, Director of eMarketing, m marketing inc. "To drive sales through cost-effective email marketing is every e-commerce retailer's dream-come-true."

"We thought of the e-newsletter as a fashion magazine for the time-challenged. That inspired the creative – simple, bold, iconic, with persuasive messaging and content totally relevant to the recipient," said Ramal Bhamra, Creative Director, m marketing.

New creative strategies transformed the Sears Canada email program into a leading edge, highly effective and cost efficient relationship marketing program. With customer acquisition and relevancy as its focus, the e-newsletter surpassed all goals. Active acquisition helped grow significantly the e-newsletter subscriber database and total sales. Average open rates and click-through rates were all well above industry average.

According to Le Quan Truong, Internet Marketing Manager, Sears Canada: "Sears strove to enhance the relationship with our e-newsletter subscribers and to bring them a personalized experience every time they open up their emails. We were exceptionally pleased with the results of the campaign. The award is particularly meaningful as it recognizes the positive work we have done in keeping our e-newsletter subscribers informed of exclusive offers, advance notices of national events and special invitations for VIP events at local stores."

Currently, m marketing and Sears Canada are developing dynamic merchandising personalization, which will take the relevancy to the next level. "Each customer will receive dynamic content based on their preferred categories and purchasing behavior" said Stambolic.

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About m marketing: m marketing inc. (www.mmarketinginc.com) is a relationship marketing agency with 20 years of experience in developing business-building programs for top-level companies in the retail and financial services sector. The boutique agency specializes in three areas: promotions, one-to-one and partnership marketing and has won 26 national and international awards for its clients, including Visa Canada, Sears Canada and Coca Cola.

About Sears Canada: Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 183 dealer stores, 51 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 106 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The Company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

About MarketingSherpa: MarketingSherpa (www.marketingsherpa.com) is a U.S. based research firm publishing practical case studies and benchmark guides for its community of marketers and thousands of weekly case study readers.

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