

RETAIL:

HUDSON'S BAY

BACKGROUND

Shopping Mall: St. Vital Centre
Location: Winnipeg, MB
Time: November 2013 (2 weeks)

STRATEGY

Hudson's Bay Company wanted to drive awareness and increase ticket sales for their upcoming winter beauty event. Shoppers using our food trays were given 20% off event tickets if the word "chic" was mentioned at the time of purchase. The number of discounts redeemed and sum of total sales from those attendees were used to measure the campaign effectiveness.

RESULTS

28%
Increased Event Sales

320%
Campaign ROI

"My supervisor loved the platform and so did several of my vendors. We are looking forward to future cobranded campaigns in 2014."

– Desiree Blackmore
General Manager, Hudson Bay Company

Portray
ADVERTISING

ST.VITAL
CENTRE

20% OFF

THE SHORTCUT-TO-CHIC EVENT
BEAUTY EXPRESS
\$2 from each order will benefit The Breast Cancer Research Foundation*

HUDSON'S BAY
MENTION THE WORD "CHIC" OR THIS AD TO GET 20% OFF YOUR TICKET

NOVEMBER 17TH
6:30PM - 9:30PM
THE BAY ST VITAL
THE SHORTCUT-TO-CHIC EVENT
BEAUTY EXPRESS

- * Complimentary manicures, mini-facials and nail touch-ups
- * Exclusive gift sets and limited-edition colour collections
- * Plus, \$3 off your next purchase

COME IN AND SEE OUR WIDE SELECTION OF EXCLUSIVE FRAGRANCE GIFTS SETS AND ASK FOR YOUR FREE SAMPLE OF **GIVENCHY**

Shop in store and at thebay.com     

WWW.PORTRAYADVERTISING.COM