

RED(C)

Title: Freemans Email Marketing
Sector: Home Shopping
Media: Email
Client: Freemans Grattan Holdings

Great fashion sense

A mixture of formats
to create a rich and
varied inbox



FGH asked us to revamp the emails they sent to their half a million active and prospective customer base, to engage and excite them about Freemans products.

To replace Freemans template driven, formulaic format, Red C designed a richer, revamped email programme that mixes fashion newsletters with offer-led digital postcards for maximum effect.

Not only do they look great, but they deliver too. Unsubscribe rates are at a three year low and half the industry standard. More importantly, every metric within the Freemans emails is performing better, including a special Red C email marketing tactic (and closely guarded secret) that delivered a whopping 97% open rate.

Need an agency to make sense of your email marketing? Contact rtaylor@redcmarketing.com