

Case Study



Trading in ideas, not just corporate chocolates

What was the requirement?

Thorntons wanted to generate leads and brand awareness within the corporate gift market. They wanted to target purchasers and decision-makers in sectors and businesses that had a requirement for corporate gifts.

What kind of service did we provide?

Data HQ devised and implemented an integrated online and offline campaign for Thorntons using emails and direct mail.

What was the outcome?

The combined approach of an e-mail and direct mail campaign yielded a fantastic response. Thorntons were "happy with the outcome of the campaign". They appreciated the value of our experience, and that we are proactive in helping our clients achieve their objectives. We now work on ideas with Thorntons regularly for bank holidays and seasonal promotions, and continue to provide lists for a range of email and direct mail campaigns.

What did the client have to say?

"We liked the Data HQ approach; we were specifically looking for a company that would be proactive and we wouldn't have to continually chase. I know when I hear from them it's because they have something appropriate and specific for Thorntons."

Company Facts

Thorntons

Thorntons is a multi-million pound premium chocolate business with 600 shops and cafés across the UK. Thorntons for business offer a great opportunity to discover their wide range of chocolates with the added bonus of business gifts and corporate gifts.

www.thorntons.co.uk

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precision targeting