



BACKGROUND

Almaty citizens visited the first Leroy Merlin store in August 2018 and learned about its main advantages: range, prices and convenience. But there was lack of knowledge that Leroy Merlin Kazakhstan stocked decoration items at low prices.

GOALS

- To introduce the “Home decoration” category to the locals
- To attract attention to goods in a new way
- To generate store-traffic



SOLUTION

To demonstrate the variety of Leroy Merlin assortment by showing actual goods. The most popular and colorful goods: carpets, pillows, curtains and lamps appeared in media channels with the range and low price communication.



<https://youtu.be/wEax1eVphQE>





Outdoor ads and media boards along major roads created higher coverage. The online channels maximized the result.

https://youtu.be/-yF-c_7FgUU

For extra wow-effect, we chose a non-standard media approach.



To brighten the cityscape, we decided to put pillows, curtains, lamps & rugs right inside bus stop display constructions.

RESULTS*

By December 2018**

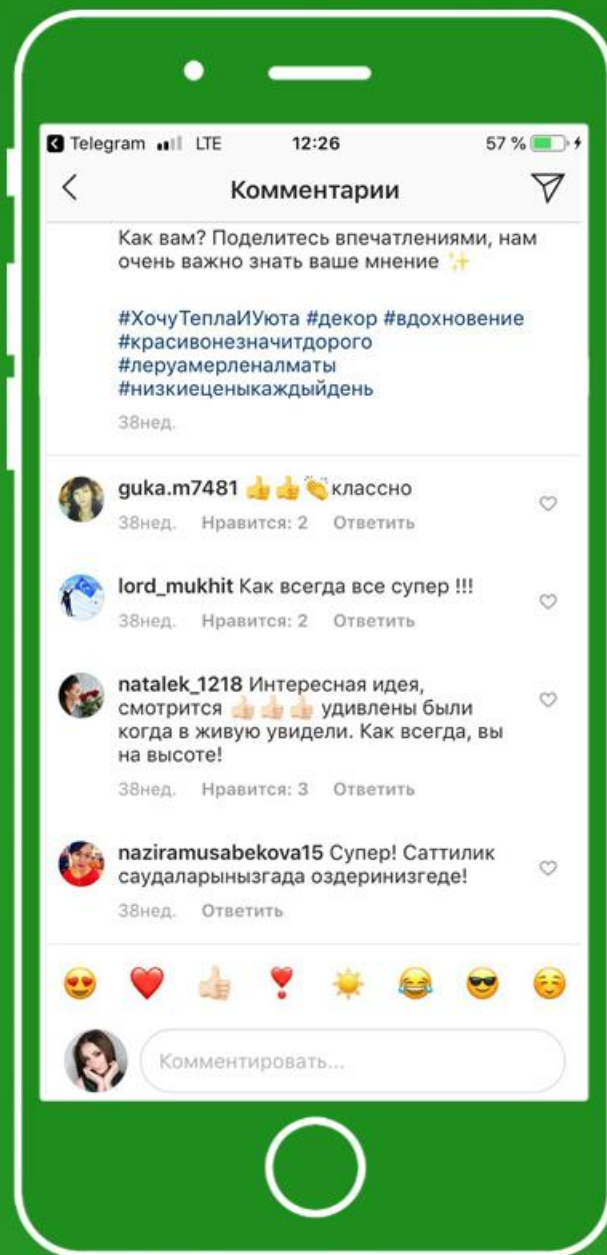
+24% sales growth
in «Decor» category

+40% increase in number
of customers

44% awareness of Leroy Merlin
products from «Decor»
category

(+ 8 p.p. vs. August 2018) ***

* Source: Brand Health Tracking ** Compared to October 2018 *** Compared to August 2018



Citizens liked the idea, and it expanded from offline into online: People took pictures at in these extraordinary stops and shared their pictures in social networks, giving positive feedback.