

**My Bravissimo...**

"Since I found Bravissimo I feel that I can really celebrate my figure. The colours and cuts are trendy and match the rest of my outfit in such a way that they aren't really underwear; they're just the clothes that I put on first. Bravissimo makes me feel really happy to be me - I have one body, one me, and lots of Bravissimo! After three children that makes me feel great." **Katie, 37**  
Company Director

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**for details of shops or to view & buy online visit: www.bravissimo.com**

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**BRAVISSIMO**

**are you a Bravissimo girl?**

**Clarissa, splitting lingerie styles in D-K cup (28-40 back stars), swimwear up to a J cup and clothing cut to fit and flatter your curves -**

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**Simply complete the coupon and pop it in the post to Bravissimo, MK270L, MK270L, Luton, Bedfordshire MK270L, UK**

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## THE LOWDOWN

- Challenge to boost requests for Spring/Summer catalogue
- Capture response to advertising outside of traditional contact centre hours
- Measure the performance of media placements: track response levels to each
- SMS used across all media enabling people to text for a brochure

"Assigning a unique keyword to each advertising placement across all media channels enabled us to see exactly where leads come from to help determine how successful each has been in generating response. In addition profiling respondents gave valuable insights into the types of consumers we're successfully attracting and also allows us to better analyse the impact of individual TV and radio spot times. This is valuable information when planning future campaigns."

- Jo Lee, Marketing Director, Bravissimo

## THE RESULTS

- SMS was the most popular communication channel, accounting for 45% of all TV responses
- Addresses validated in real time
- Customer data fed into CRM systems for ongoing communication
- Response time logged revealing when people notice the campaign, particularly valuable for tracking response to individual TV ad spots

**BRAVISSIMO**