

Advertising that reaches every household in New Zealand



The company's first advertisement which appeared in *The Auckland Star* - on the top-right-hand corner of page seven - on Thursday 18 November 1982.

From its official opening on Saturday 20 November 1982 until today The Warehouse's continued growth and prosperity have depended on a steady flow of customers which has depended, in turn, on a regular schedule of efficient, affordable and cost-effective advertising.

But it wasn't always easy.

Imagine. You and your partners have just started a little business; a small shop in the retail backwater of Wairau Road on Auckland's North Shore. You know intuitively, and from training and experience, that hard-working targeted advertising in the right media is essential to retail success. So you get prepared with samples of the lines you're going to advertise - a pair of kiddies' beginner roller skates, a soccer ball radio, a 2.5 litre Thermos-type 'Airpot', a badminton set (including two racquets, a net, shuttlecock and a set of rules), a sheath knife, an accurate scale model Kenworth truck, and a variety of screw drivers - and you carefully write and plan every detail of your first advertisement.

Then you call the advertising people you know at *The Auckland Star* and they send a rep over the bridge to see you. You show the advertising rep what you want and he arranges for one of the paper's advertising artists to draw the products in black-and-white, and to put together the advertisement for your approval. And despite the fact that newspapers often require new retail advertisers, without a credit history, to pay for such advertising in advance, your credentials are impeccable, your reputation established, and no such advance payment is required.

It's only a small advertisement, placed on the top-right-hand corner of page seven, and it costs only a few hundred

Contract photographer Brian Eastwood setting up one of the 15,000 colour shots he and his team take for The Warehouse every year. The model in the shot is Louise Stone who can often be found in the company's mailers.



dollars, but it's a big step for a little shop, and its success is vital to the success of the coming opening day.

Thursday 18 November 1982. The advertisement runs according to schedule. The rest is history.

The Auckland Star doesn't exist now - it closed in August 1991 - but the pattern established with that first advertisement in 1982 was followed with other papers in Auckland, and with the appointment of a small local advertising agency, as the company expanded in that city.

natural increase in the advertising budget until today when The Warehouse is one of New Zealand's biggest advertisers. Indeed, it has a marketing and advertising department bigger than most advertising agencies, and facilities and services that are one of the biggest, best and most efficient in the country.

For example, The Warehouse has its own 1,500 square metre purpose-designed and -built photographic studio. An area large enough to accommodate two configurable

Co-ordinating the advertising for a fast-growing chain

A similar course was followed later, in other areas, as early franchisees set about advertising in their own cities. It wasn't until 1993/94, when the company had about fifty stores, that a centralised advertising department co-ordinated all advertising throughout the country.

Advertising has always been essential to The Warehouse's growth, and with the increase in store numbers came an

studios, a complete room set, and dressing rooms for the many people required to model The Warehouse's apparel products. The company also has its own model register with a list of hundreds of models from which the studio can draw the people it needs.

It's one of the country's biggest and best-equipped still-photography studios, and its state-of-the-art Lightphase and Hasselblad cameras, and the other digital and computer equipment and software, would be the envy of any studio.

Such space and high-tech equipment are necessary to ensure that the marketing department's huge demands for photography are always met on time for the lowest possible cost. And the fact that the studio shoots about fifteen thousand images a year - that's about sixty shots every working day - makes it one of the most productive photographic studios of any type in the country. It's enough work to occupy two - sometimes three - full-time photographers led by contractor Brian Eastwood, a senior and experienced professional who, until recently, was chairman of the New Zealand Institute of Professional Photographers.

The fifteen thousand digital colour image files created by Brian and his team are transferred to the advertising



Gareth Cavanagh, the advertising department's Mac production team leader, working on a green gardening mailer page. The Warehouse designs and prepares about seventy such mailers a year, printing 1.3 million copies of each at the Auckland and Christchurch plants of PMP Print.

How everyone in the country knows where everyone gets a bargain

production suite where they are incorporated into the scheduled advertising and household mailers as required. Each finished digital image - together with its bar code and advertising copy - is then stored on The Warehouse's own database which, at seventy thousand files (about half a terabyte), even with frequent purging, is easily the largest privately-held image database in the country, and amongst the biggest of its type in the world.

And it doesn't end there. With a total of twenty production Mac computers The Warehouse has one of the country's largest advertising production and desktop publishing suites. Its size, equipment and capabilities put it ahead of many advertising agencies and publishing businesses in New Zealand - dwarfing many of them - and yet it is only part of the company's advertising section, run by advertising manager Val Faulkner, which in turn is part of the company's forty-people marketing department.

Working with the company's buyers, the marketing department is responsible each year for more than a hundred network television commercials, hundreds and hundreds of newspaper advertisements that vary by region, and by season, and can be used to serve local needs and



differences, and, of course, more than seventy issues a year of The Warehouse's famous household mailer.

More than 1.3 million copies of each of the seventy-one mailers are printed by PMP Print in its Auckland and Christchurch plants. And about six thousand people are employed throughout the country to ensure the delivery of each mailer issue to every residential letter box in New Zealand.

It's a long way from the little black-and-white advertisement in *The Auckland Star* in November 1982. But the principles employed then remain valid and the same today: that advertising is one of the key drivers of retailing which must be used carefully by any successful retailer. The difference in 2002 is that The Warehouse uses advertising - employing all media as necessary - to maximise its reach into *every home in New Zealand*. And it does that, year round, with remarkable efficiency, effectiveness and economy - achieving the best possible result for the lowest possible cost - ensuring that every household in New Zealand is fully informed on exactly what The Warehouse has to offer, where, when, and for how much.

That it does all this so well, with such demonstrably good results, is due to the professionalism and dedication of the people of today's marketing department, and to the consistent application of retail advertising's first principles for the past twenty years. ■



Twelve-year-old Nicola Walsh, seen here delivering The Warehouse mailer in the Northcote Point area of Auckland's North Shore. Nicola is one of about 6,000 people ensuring that each mailer is delivered to every residential letter box in New Zealand.