

# Centra Food Market

Specialty grocery store uses direct mail to increase customer traffic



To motivate new and existing customers in apartment buildings and condos, Centra Food Market leverages the unique advantage of Canada Post Neighbourhood Mail™.

## Background

Barrie, Ontario-based Centra Food Market is a specialty grocery store catering to the changing tastes of Southern Ontario, and the growing demand for a broader variety of ethnic foods. With three locations – in Barrie, Aurora and North York – its shelves are filled with a combination of national brands and a vast selection of specialty items from Asia, the West Indies, South America, Europe and more.

Owner Louie Liu says the biggest challenge for Centra Food has always been how to compete in a crowded marketplace alongside larger and more established grocery chains.

## Competing for share of mind

While Centra Food does some marketing on its social channels, it primarily uses weekly flyers. Liu says flyers remain the most effective way to drive customer traffic.

For years, the company has relied solely on bundling its weekly flyers in a polybag of other flyers that get distributed locally. But there has been a downside.

“The polybag is a really big roll,” Liu says, “and we find that not everyone opens it.”

So last year, Centra Food began looking for a way to supplement the reach of the polybag and to help the company’s flyer better stand out from the crowd. It turned to Neighbourhood Mail™.

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# Case study

## The power of the mailbox

Neighbourhood Mail offered Centra Food two major advantages.

It meant the company would also have a flyer that would be delivered separate from the polybag of flyers. The monthly Neighbourhood Mail flyer would be delivered on its own, alongside the regular mail, which would help the company connect with customers on a more personal basis, opening up a greater opportunity to raise its brand awareness and boost customer traffic.

The second draw of Neighbourhood Mail for Centra Food, is that it would allow the company to directly reach its strong base of customers who live in apartment buildings and condos.

Because polybags are delivered to just the lobbies in these buildings, residents can easily pass them by and never see any of the bundled flyers, including the Centra Food flyer.

But with Canada Post, the company's flyers would get delivered directly into each resident's mailbox, assuring Liu that both new and existing customers would be seeing its brand, reading its messages and therefore incentivized to visit its stores.

## Results

The proof is in the numbers.

After distributing a Neighbourhood Mail flyer, customer counts increase roughly 9% and total sales lifts 7.8%.

Liu concludes: "We find doing direct mail with Canada Post helps us get more customers through our doors."



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**Louie Liu**

Owner, Centra Food Market

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