

**Best List Growth Campaign  
Gold Consumer  
Sears Canada – Sears Get in to Win Campaign**

Brand/Client Side Team:  
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Vendors/Agencies:  
M Marketing, Inc.

**MarketingSherpa Summary – Why They Won:**

This was an extremely successful multi-channel campaign with a fun viral component which grew Sears Canada's subscriber database by 20%. It was fun for the subscribers but even more fun for Sears, driving in significant sales.

**From Their Nomination Form:**

The target audience was current Sears customers (in-store, sears.ca and catalogue shoppers) who were not What's in Store for You? subscribers. The target audience was familiar with the Sears brand but the majority of it is single channel shoppers.

People were driven to the microsite through various channels: email to current WISFY subscribers, acquisition emails, banners at sears.ca and partners properties, game cards handed out in-store and to catalogue shoppers and a viral component through which people could share the experience with their friends and family. User experience and messaging was different depending on where users came from.

- women
- men
- kids & toys
- shoes
- beauty
- home
- furniture & mattresses
- bed & bath
- appliances
- electronics
- fitness & health
- tools
- seasonal
- see more



**6 Great Monthly Draw Prizes to be won!**  
*Plus the chance to win hundreds of instant daily prizes.*

Get into the Sears *What's in Store for You?*  
*e-newsletter* for a chance to win instantly!

I don't have a PIN

I have a PIN

If you're having trouble viewing this email, you may [see it online](#).

[gift central](#) [store finder](#) [order from a catalogue](#) [sears.ca outlet](#)

women men kids & toys shoes beauty home furniture & mattresses bed & bath appliances electronics fitness & health tools seasonal [see more](#)



Hello, [name]!

At Sears Canada, we've always got something great in store for you... and right now, we're giving you the chance to win in our **Get in to Win Contest!**



Simply sign up for our exciting **Sears What's in Store for You? e-newsletter**, and you could be a winner. There are **hundreds of prizes** to be won daily! You could instantly win **Sears e-coupons, Gift Cards, MP3 Players, Long Distance Calling Cards, Digital Cameras**, and you'll also get the chance to win **1 of 6 Monthly Draw Prizes!** Play once and you'll be automatically entered into the remaining monthly draws! There are 60,000 prizes to be won! No purchase necessary.\*

And that's not all! By becoming part of *What's in Store for You?*, you'll be the first to know about all the latest products, contests, sales and bonuses at Sears.

**So get in on the latest and greatest at Sears, and use your special PIN to Get in to Win right now!**

Your **UNIQUE PIN** = [enter PIN]

Go to [www.sears.ca/win](http://www.sears.ca/win) to sign up & play.

\*No purchase necessary. Contest closes November 30, 2008. Total approximate retail value of prizes is \$17,500. Skill testing required. Open to legal residents of Canada who are age of majority or older. For full contest rules and odds of winning, visit [www.sears.ca/win](http://www.sears.ca/win).



**e-flyer** Sears National Department Store Flyer

To make sure you continue to receive our emails please add [member@enews.sears.ca](mailto:member@enews.sears.ca) to your address book.

You have been sent this message because you have opted to receive information from Sears Canada. If you no longer wish to receive email messages from Sears Canada, please [click here](#).

Sears Canada Inc., 222 Jarvis Street, Toronto, Ontario M5B 2B8  
Attn.: Customer Service/Newsletter



Sign up for our e-newsletter and you  
**could WIN instantly!**  
Play Now ▶



**6 Grand Prizes**  
*plus hundreds of instant daily prizes!*

Simply sign up for our exciting  
**What's in Store for You?** e-newsletter, and you  
could be a winner in our Get in to Win Contest!  
No purchase necessary.

**Visit [www.sears.ca/win](http://www.sears.ca/win)**



**6 offres à gagner**  
**plus des centaines de prix instantanés**  
**à gagner chaque jour!**

**Inscrivez-vous simplement à nos courriels Sears**  
**Qu'avons-nous à vous offrir? et vous pourriez devenir gagnant**  
**de notre concours « Participez pour gagner »!**  
**Aucune obligation d'achat.**

**Visitez [www.sears.ca/gagner](http://www.sears.ca/gagner)**