

# REACHING THE LUCRATIVE HOME MOVERS MARKET

Australia's Home Hardware network of 240 stores is using a new advertising channel to reach the lucrative home movers market.

Estimated to be worth around \$4 billion annually, the Australian home movers market is an appealing target for businesses.

Having identified home movers as one of its key target markets, national home and hardware retail chain Home Timber and Hardware recently advertised in Australia Post's Mover's Kit – a unique marketing channel that targets home movers.

The Mover's Kit is a free brochure for consumers and provides an application form to redirect mail, as well as helpful

information and advertising relating to moving. The kits are displayed at almost 4,000 Australia Post outlets and selected real estate agents and can also be ordered from the website [auspost.com.au/movingservices](http://auspost.com.au/movingservices)

"We already had an established offer for the movers market and saw the Mover's Kit as an ideal vehicle to promote this offer to a much wider audience," explains Home Timber and Hardware Brand Manager David Evans.

According to David the aim of advertising in the Mover's Kit was to make sure the

Home Timber and Hardware brand was the first option when a consumer moved into a new area.

Geospend's national sales manager, Sue Barwick, says that the Mover's Kit represents the perfect opportunity for businesses wanting to reach an audience that is possibly looking to make purchases at a time when they are open to change, offers and suggestions.

The Mover's Kit is printed every six months, exposing a company's message to movers for a good period of time. It's also possible to test and measure advertising effectiveness through the use of barcodes or other response mechanisms," she says.

Home Timber and Hardware received positive feedback from its retail network as a result of the advertisement and it plans to advertise in the Mover's Kit again.

**For more information on the Mover's Kit please contact Geospend, a division of Australia Post, on 1300 363 242.**



Taking some of the hassle out of moving, the Mover's Kit is available through Australia Post outlets, from selected real estate agents and via a website.



The Mover's Kit and Home Timber and Hardware's advertisement that targeted home movers.