

DRIVING CUSTOMER-ACQUISITION THROUGH STORY-TELLING

A CASE STUDY AT NICOBAR



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CASE STUDY

ABOUT NICOBAR: JOURNEYS ACROSS THE INDIAN OCEAN

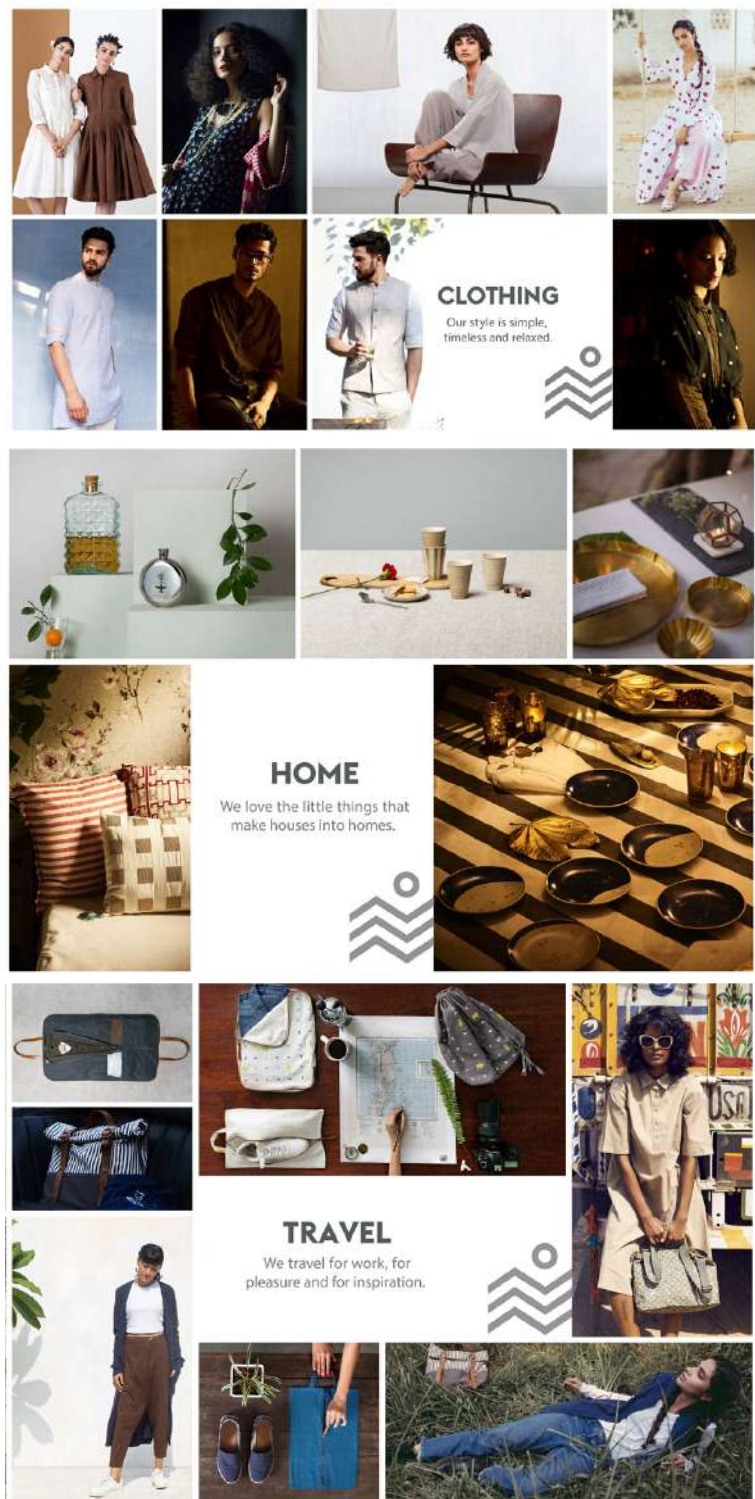
"How can a country like India not have its own interpretation of a tropical design language? In 2014, we had just returned from a trip to Sri Lanka and were blown away with how Geoffrey Bawa had re-imagined Sri Lanka and been a catalyst in the development of a design identity (in the same way that Muji has interpreted a Japanese design language and Ikea a Swedish one). With our vast coastline and the only ocean named after a country, we knew our inspiration was going to be "journeys across the Indian Ocean" a theme we related to personally growing up in India but living and travelling at various points across Asia, the US and Europe."

Raul Rai, Co-founder, Nicobar.

Source Fortune (India), November 2019

Founded in 2016, Nicobar is an Indian lifestyle design brand that focuses on travel, home, and fashion accents, built with a digital focus from the outset. Founded by Raul Rai (Investment banker turned design retailer) and his wife Simran Lal (also CEO of Good Earth, a heritage luxury brand under Eicher Motors Limited, the company behind Royal Enfield motorbikes.) Nicobar's design philosophy has two stands; mindful design and products that have a tropical, modern design signature.

At Nicobar *Indian-ness* is an undercurrent which translates to reflect in the designs that have local influences but are globally relevant so you could be as much at home wearing Nicobar in a London Tube or a New York subway.




TROPICAL MODERN

We are inspired by journeys across the Indian Ocean, and showcase that through our signature tropical modern design stamp.


MINDFULNESS

We believe in conscious consumption and strive to improve every day, be it through our products or packaging.

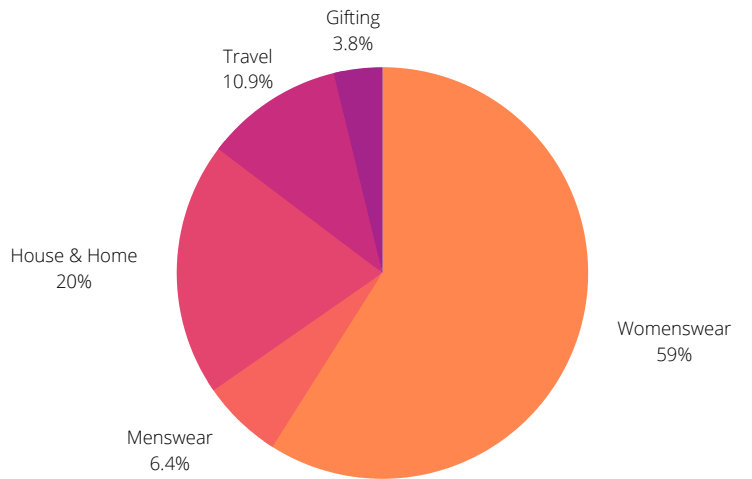

COLLABORATIVE

We partner with like-minded individuals and organisations to create products and experiences that add to the development of our brand and way of life.



1.1 NICOBAR IN NUMBERS

CATEGORY-WISE ATTRIBUTION TO SALES (2019)



2019

75k+

NUMBER OF CUSTOMERS

2019

800

PRODUCTS PER DAY

2019

15

RETAIL STORES

2019

250

TRANSACTIONS / DAY

2019

900

PRODUCTS SOLD / DAY

2019

4700

VISITORS / DAY

2019

25%

REVENUE FROM DIGITAL

2019

20%

INTERNATIONAL CUSTOMERS



1.2 CUSTOMER & PRODUCTS

CLOTHING

MENSWEAR | WOMENSWEAR | KIDSWEAR

The clothing collection is focused on fit, form, and fabric, with clothes that you can wear in many different ways, styling and layering being the essential central theme.

Price range \$18- \$485

HOUSE & HOME

TEXTILES | DINING | DECOR

Simplicity and detailing are the cornerstones of the home collections, designed to aid you in a voyage of discovery toward creating a home you love.

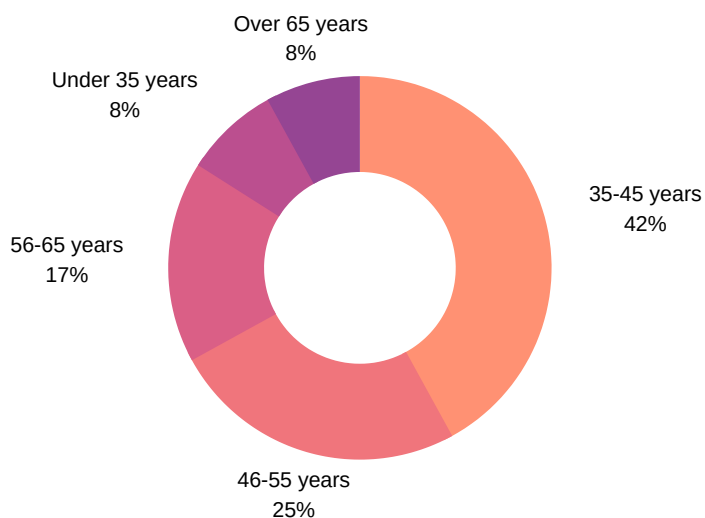
Price range \$6- \$170

TRAVEL

ACCESSORIES | APPAREL

The travel line is for people imbibing wanderlust in their daily lives - a streamlined line of bags, clothing, and accessories designed to be worn and carried with ease, and with each other

Price range \$7- \$144



Nicobar is for modern consumers who seek connection with things they acquire. Moving away from quick and compulsive purchases toward more thoughtful acquisitions, they make their own rules, bypassing big boxed stores in favor of small, independent retailers - the kind of people who care about where their clothes come from, they don't just buy a product, they buy into the company that makes that product.

First time : has shopped just once

Repeat : 2-4 times in 12 rolling months

Regular : 4-5 times in 12 rolling months

Loyal : 7 or more times in 12 rolling months.

Castaway : Haven't interacted with the brands in 12 rolling months

EICHER FAMILY



**ROYAL
ENFIELD**



VE COMMERCIAL VEHICLES
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE



good earth



NICOBAR

Royal Enfield - Motorcycles

The oldest motorcycle company in continuous production, Royal Enfield made its first motorcycle in 1901

VE Commercial Vehicles Limited (YECV) - JV between the Volvo Group and Eicher Motors Limited.

Since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components and engineering design services businesses, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India.

Good Earth - Stylish Sustainable Luxury Retail

Crafted by hand, inspired by nature, and enchanted by history

Nicobar Design Studio - Clothing, House & Home, Travel

A modern Indian way living, dressing and looking at the world

Nicobar comes from a pedigree of brand builders, the Eicher Motors Group owned by the Lal Family that has build brands like Royal Enfield and Goodearth.

Simran Lal, an alumna of FIT, New York is the **Co-founder & Creative Director of Nicobar** and CEO, Goodearth, which she built with her mother Anita Lal, over the last 20 years.

Raul Rai, Co-founder & CEO of Nicobar, completed his MBA at the Harvard Business School and graduated as a Baker Scholar. He joined investment banking and private equity focused on tech, telecom, media and retail. His years at Goldman Sachs and General Atlantic in New York and London taught him the importance of mentorship, culture and long term thinking which culminated in him launching Nicobar.

IN THE PRESS

"The homegrown brand of Nicobar and its three breezy shops in Mumbai embody a contemporary, keenly Indian approach to lifestyle."

WSJ

"For Nicobar, a new-age e-store with modern, India-inspired clothing and accessories, content is key. The brand has an online magazine, Nico Journal, which features interviews with design and lifestyle entrepreneurs, how-to guides, recipes and more."

Forbes

"Created with globetrotters in mind, the travel line is both fashionable and practical and includes bags, clothing, and accessories—from totes to toiletry kits to shoe sacks and scarves."

Sotheby's

"You get a collaboration that's all kinds of cool. Indian Ocean, Nicobar's new home products line, created with Gary Mehigan and his wife Mandy Mehigan, features aboriginal motifs and coral-inspired accessories in palettes ranging from sun-kissed bronze to dazzling azure." -

ELLE



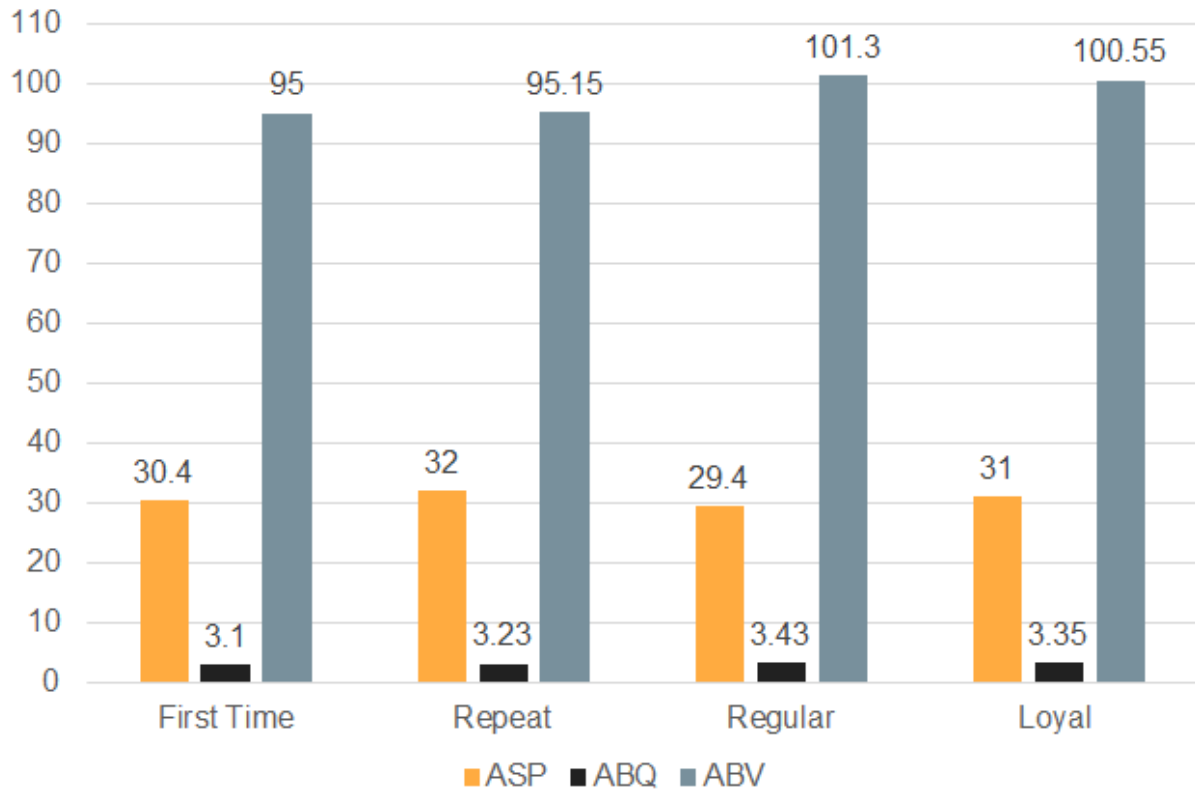
1.3 Problem Statement

Nicobar wants to drive customer acquisition by identifying product and category affinities of first-time customers and build a tailored marketing campaign strategy based on the insights

Insights needed:

1. What products should we show to a potential customer who walks into the store, visits the site or can be targeted through digital advertising?
2. In general, is category interest for first-time shoppers different versus repeat, regular, or loyal customers?
3. In general, are product preferences for first-time shoppers within a specific category different versus repeat, regular, or loyal customers?

SHOPPING SPENDS OF CUSTOMER SEGMENTS ACROSS ALL CATEGORIES AND SALES CHANNELS (ANNEX 4.1) JUNE'17-MAY'18



ASP= Average Selling Price (average cost of sold goods per customer)
 ABQ= Average Bill Quantity (average number items purchased in a single bill per customer)
 ABV= Average Bill Value (average spend per customer per bill)

This analysis contains sales data from all channels for June 2017 - May 2018, contains all sales for categories: Women's, House & Home, Men's, Travel, Accessories
 Top Products are defined by total quantity (units) purchased

June '17- May '18	First-timers	Repeat	Regular	Loyal
Unique Customers	16402	8018	3385	1583
Orders	16402	10942	6275	7825
Quantity	52093	35379	21536	26205
Spends	\$1,564,671	\$1,009,589	\$634,798	\$789,402
Average Selling Price	\$30.4	\$32	\$29.40	\$31
Average Bill Quantity	3.18	3.23	3.43	3.35
Average Bill Value	\$95	\$95.15	\$101.30	\$100.55

Average Bill Value (ABV) for first time customers is not only comparable to other customer segments but the number of orders attributed to first-time customers strongly outweigh other customer segments, however 40% first time customers spend about \$48 on average.

**CATEGORY AND PRODUCT AFFINITY OF FIRST
TIME CUSTOMERS AND KEY LEARNING
(ANNEX 4.1)**

Category	Subcategory	Quantity	% Total Quantity
House & Home	Tableware	5,726	11%
House & Home	Cushions	5,044	10%
Women	Tops	3,511	7%
Women	Bottomwear	3,398	7%
House & Home	Plates	3,007	6%
Women	Kurtas & Tunics	3,006	6%
House & Home	Serveware	2,797	5%
Women	Dresses	2,768	5%
House & Home	Bowls	2,350	5%
House & Home	Candles & Votives	2,206	4%

While House & Home category makes up for the bulk of product purchases for first-time customers, almost 32% of the first purchases at Nicobar are noted to be for gifting.

In order to drive potential customers to transact at Nicobar, the brand needs to develop a strong curation and branding for its gifting range.*

*Gift purchases are identified through gift wrapping or gift card purchase in the bills generated or when billing address and shipping addresses differ. Within brand stores, the staff personally makes a note of gift-purchases daily by asking the customer directly.



1.4 NICOBAR'S STORY-TELLING

“We have focussed on content to tell the product story, as opposed to spending marketing money,” says Raul Rai, CEO and co-founder, Nicobar. “To date, we have spent less than 7 percent of revenue on advertising, and more than 10 percent on content creation. For us, content and commerce are integrated, and communicating our inspiration and beliefs leads the strategy, versus pushing marketing plugs and messaging.”

*Raul Rai, Co-founder, Nicobar
Source: Forbes India "How India Can Become a Global Fashion Hub"
published March, 2019*

GIFTING CAMPAIGN TO DRIVE CUSTOMER ACQUISITION:

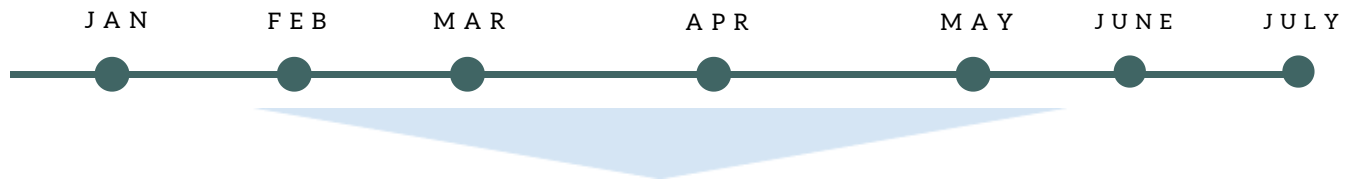
1. Story telling through curation
2. Story-telling through copy
3. Story-telling through imagery
4. Story-telling through price affinity

1.4.1 MARKETING CALENDAR

JAN '19 - DEC '19

CRAFTING THE GIFTING CAMPAIGN

The gifting campaign was rolled out across all customer touch-points with consistent strategic messaging over a 12-month period



Key Message: Give greats gifts, just because!

Business Rationale: In India, typically, January to July is an off-season for occasion-led gifting. Since we now know that approx. 32% of first-time customers shop Nicobar as a gift, we drove the campaign with an emotion-led message of giving hand-picked gifts to your loved ones to create a memorable moment.

Target Audience: Primary: Men & Women between 35 years-55 years

Secondary: Men & Women between 25 years- 35 years who aspire to shop Nicobar but price points may be an entry to barrier for them.



Business Rationale: In India, August to December is the peak gifting season due to multiple festivals such as Rakhi, Diwali, Christmas and wedding gifting that reaches its peak during this time. During this period, we drove the gifting campaign by curating distinct products and key messages for each occasion month-on-month.

**Rakhi is an Indian festival that celebrates siblings. Brothers typically buy gifts for their sisters, who tie "rakhi" (a thread signifying their bond) on the brothers' wrist*



1.4.2 VISIBILITY IN-STORES AND ON WEBSITE



1. On the website: 'The Gift Shop' was launched online with a dedicated landing page and visibility on the main menu top navigation.

MEET SAMEER

Over a year ago, we partnered with visual artist Sameer Kulavoor to design a limited edition collection in his signature style, and ours. Musafir [Hindi for 'traveller'] encapsulates the idea of journeys so intrinsic to Nicobar.

2. Customizable gifts cards were launched in digital form to bolster gifting options



3. Across all Nicobar stores, special gifts counters showcasing the gifting range, curation and gift wrapping options was displayed, to be positioned perennially.



1.4.3 CAMPAIGN ARTWORKS AND DISSEMINATION (ANNEX 4.2)

We are *family*



RAKHI CAMPAIGN (LEFT)

Rakhi is just around the corner, and we've got some great gifts to help you celebrate: rakhis with quirky charms like the machli, and a range of alphabet rakhis that'll make for truly personal gifts.



Pair a personalised alphabet or charm rakhi together with our kurtas, shirts, or travel organisers for the brothers.

GIFTS FOR BROTHERS



And for sisters, our perfect-for-everyday jewellery, versatile dupattas, or some super-special saris and clutch bags.

GIFTS FOR SISTERS

DIWALI CAMPAIGN (RIGHT)

Gifts that're easy to pick,
— EASIER TO LOVE —



Wrap up those worries! We've always got your back. We hand-picked these thoughtful gifts for you so that you spend less time making decisions, and more time making memories.

EXPLORE GIFTS



Marketing Metrics	Brand Benchmark	Rakhi Campaign	Diwali Campaign
Newsletter Open Rate (OR)	22%	26.5%	23%
Newsletter Click Through Rate (CTR)	3%	4.3%	3.9%
Revenue/Newsletter	\$1100	\$5500	\$15800
Facebook Ads (CTR%)	2%	2.4%	3.4%
Facebook Return on Ads Spends (ROAS)	4.5	7.1	7.9



At your
DESTINATION

Dressing up for a night on the town? Charms, pendants, and chains to charm the ladies.

-  Coral Shell Charm Bracelet
Rs. 1,800
-  Cinnamon Serpentine Bracelet
Rs. 1,800
-  Coral Charm - Small and Gold Plated Snake Chain - Medium
Rs. 1,800
-  Eye Shell Pendant - Small and Gold Plated Snake Chain - Medium
Rs. 1,500
-  Peggy Pod Charm and Hoop Earrings - Small
Rs. 1,800
-  Cluster of Cinnamon Charms, Hair Asset Chain, Cinnamon Charm and Gold Plated Snake Chain - Medium
Rs. 1,800

FOR THE BRIDESMAIDS
\$18-\$32

FOR THE BUSINESS TRAVELER
\$66



— On the —
MOVE

In our signature stripe, a trio of packing essentials that are just right for the constant traveller.



Gadget Case, Berlin Laptop Sleeve - 13" and Journey Sleeve
Rs. 4,800



FOR THE BACKPACKER
\$20-\$45

— In your —
SUITCASE

The perfect companions for those who're always travelling, whether for a quick hop across town or a long-haul vacation.



Wash & Wear Bag (Set of 2) and Caravan Mini Pouch
Rs. 1,500

FOR THE DECOR ENTHUSIAST
\$18-\$30



— On the —
MANTLEPIECE

Perfect presents for those who love to host. This selection will pretty up any space with a warm flicker and a subtle gleam of gold.



Festive Votives (Set of 5)
Rs. 1,500



Seral Glass Lantern
Rs. 1,500



Seral Glass Lantern - Indigo
Rs. 1,500



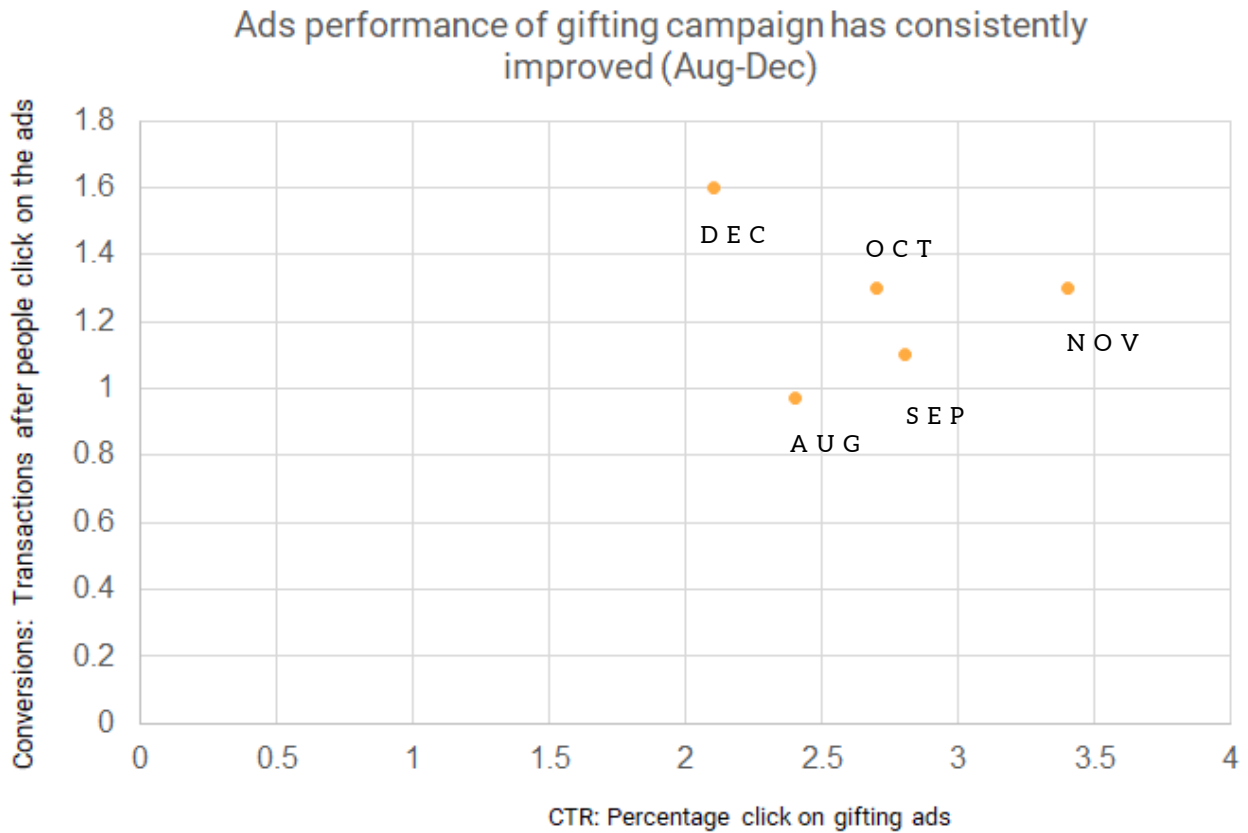
Star and Moon Taper
Rs. 1,500



Candle Snuffer
Rs. 1,000

2.1 OUTCOME: ACQUISITION

THE GIFTING CAMPAIGN LED
TO ACQUISITION OF 10,800
CUSTOMERS IN 2019
RESULTING IN \$1.2M IN
SALES*



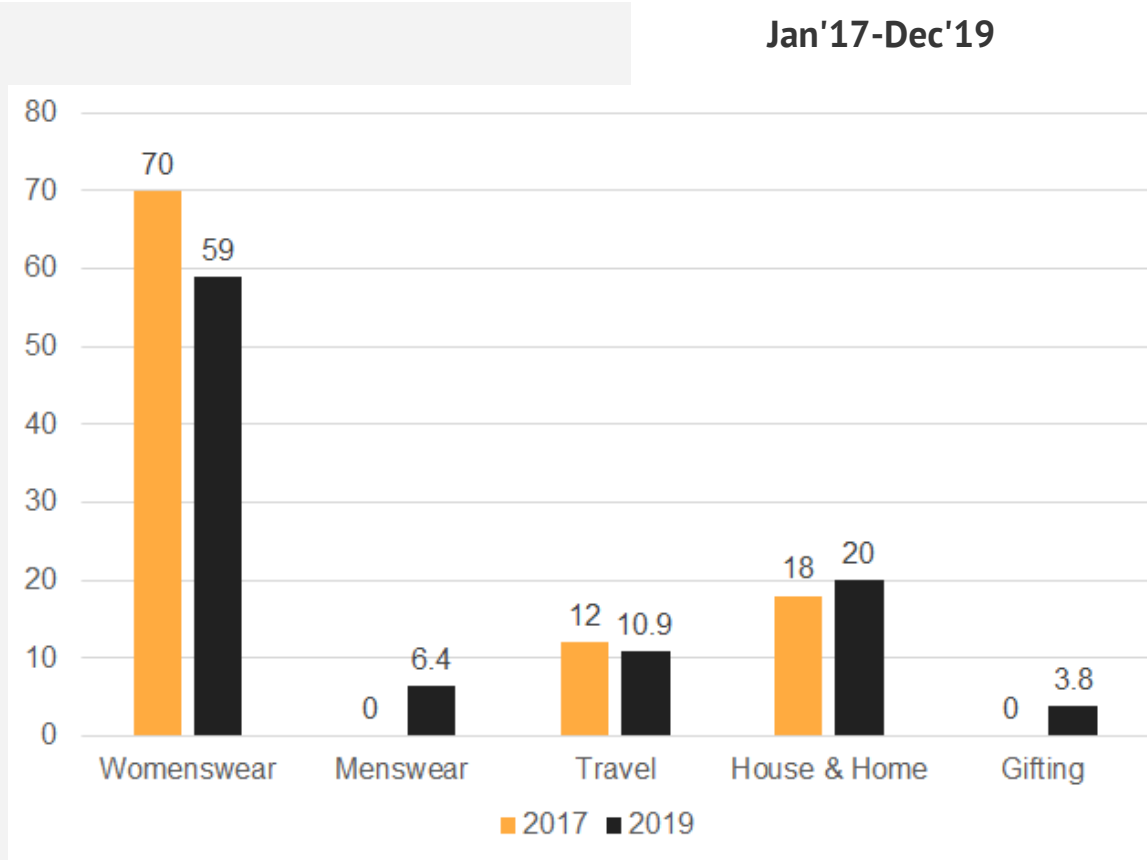
1. While newsletters are disseminated to existing customer base, Facebook/Instagram ads are primary tools for customer acquisition and hence call for a deep-dive in their performance.
2. In order to gauge the efficacy of story-telling (visual + copy) of ads we compare the number of people who click on the ad (CTR%) against number of people who buy from the brand after clicking the ad (Conversion %)
3. It is seen that with increase in CTR%, the Conversion % also increases, and both the metrics increase month-on-month from August to November
4. Please note that December metrics are anomaly to this trend since, in general, December was relatively a slow business month

CLICK THROUGH RATES OF GIFTING
ADS MAPPED AGAINST
CONVERSIONS FROM THOSE CLICKS

**Please note that ~5% of sales attributed to 'gifting' might actually come from House & Home category (and might not essentially be gifts), however, currently there is no method to mitigate this overlap*

2.2 OUTCOME: SALES

THE GIFTING CAMPAIGN LED
TO ACQUISITION OF 10,800
CUSTOMERS RESULTING IN
\$1.2M IN SALES*



1. Sales contribution of House & Home (primary affinity category of first-time customers) increased by 2%
2. Gifting in standalone generated 3.8% of sales in 2019 and is now regarded as an individual category by Nicobar
3. Menswear was launched in 2017 but its contribution to sales was negligible. A significant % of acquired customers in 2019 are shopping for menswear

SALES ATTRIBUTION in % ACROSS CATEGORIES 2017 v/s 2019

**Please note that ~5% of sales attributed to 'gifting' might actually come from House & Home category (and might not essentially be gifts), however, currently there is no method to mitigate this overlap*

2.3 OUTCOME: PR

PRESS MENTIONS FOR GIFTING
INCREASE BY 400%
SOCIAL MEDIA MENTIONS FOR
GIFTING INCREASE BY 150%

1. The highest engagement rate achieved on Instagram post on gifting= 11%
2. User-generated Instagram mentions for our gifts = 150% increase
3. Press mentions of Nicobar's gifting increase by 400% over a 12-month period with a PR value of \$55,000
4. Gifting-led stories covered by Vogue, Elle, Architectural Digest, GQ India, among others

AD

ARCHITECTURE & DESIGN DECORATING LIFESTYLE CELEBRITY AD DESIGN SHOW DESK

AD NEWSLETTER Our edit of the best in Architecture & Design delivered straight to your inbox

HOME > DECORATING
Christmas 2019: If you're still scrambling to find the perfect gift, take a look at our selection
There's no Christmas without gifts, right? While finding appropriate presents for loved ones can be tough, the options below are perfect for everyone and say "I care"

Arni Rast | PUBLISHED: DEC 21, 2019 | 08:00:57 IST



CULTURE & LIVING
From food hampers to luxe watches: Vogue's ultimate gifting guide for Diwali 2019

BY DEVIKA MANGANNANI
23 OCTOBER 2019

With festive dinner sets, beauty products, food hampers, and more, this all-inclusive Diwali gifting guide will ensure you don't end up going for any festivities empty-handed



I absolutely loved it

Gifted one 'S' to my friend as well

Even she loved it



22 likes

anjalibpurkayastha This @nicojournal alphabet case was made just for me - don't you think?! Thanks @sadhvivaish for this lovely gift! Just what I need to pack my stationery and be art-fair-ready 🙌 #nicobar #personalizedgifts #landmarkartfairs #artfairs #pencilcase #alphabet #hindiscript #mysignature #nicojournal #giftsfromindia #mylondonlife



3. SUMMARY

STORY-TELLING: A MARKETING STRATEGY THAT DOESN'T LEAN ON DISCOUNTS TO ACQUIRE CUSTOMERS

"You guys are doing a fantastic job! For me personally your imagery and branding tug at the escapist inside."

(Nicobar customer)

Since its inception, Nicobar has focused on content and story-telling to drive marketing initiatives. While Nicobar's storytelling has rekindled the joy for Indian-ness as an under-current of modern design, one of the biggest challenges the brand has faced is to scale business online without resorting to discounts.

It was therefore essential that Nicobar delivers high-converting content that is not only distinctive, relevant to its target consumer group, but also consistent in its attributes across all customers touch-points so that it builds a strong recall.

At Nicobar, we believe that the quality of content leads the strategy rather than how we push the messaging. The gifting campaign is a quintessential example of content marketing complementing design-led products, to move the needle on furthering business goals, such as, growing digital to 25-30% of our revenue, expanding our product categories and acquiring international audience- **all without resorting to discounts**. We're also closer to our goal of breaking even. (Nicobar aims to break even in 12-15 months)



With the success of Gifting campaign in 2019, Nicobar has since launched Gifting as a category and introduced customization of bulk products in its 'Gifting Service' to tap into corporate gifting market.

In a survey conducted recently, it was noted that Nicobar customers' frequency of gift purchases is higher than industry average at 6.87 times/year (industry average= 5 times/year) Annex 6.1

The brand's next mission is to reinvent the merchandise mix to cater to a wider audience for gifting, such as men, kids & international clientele.

[Read similar case-study of Nicobar's story-telling by Instagram, here.](#)

END OF REPORT
(Additional information & Annexures to follow)





***Additional Information
& Annexures***

OVERVIEW: ALL CATEGORIES

4.1 CATEGORY-WISE PURCHASE BEHAVIOUR AND ANALYSIS

Past 12 months (June 2017- May 2018)	First-timers	Repeat	Regular	Loyal
Unique Customers	16402	8018	3385	1583
Orders	16402	10942	6275	7825
Quantity	52093	35379	21536	26205
Spends	\$1,564,671	\$1,009,589	\$634,798	\$789,402
Average Selling Price	\$30.4	\$32	\$29.40	\$31
Average Bill Quantity	3.18	3.23	3.43	3.35
Average Bill Value	\$95	\$95.15	\$101.30	\$100.55

This analysis contains sales data from all channels for June 2017 - May 2018, contains all sales for categories: Women's, House & Home, Men's Travel, Accessories
 Top Products are defined by total quantity (units) purchased

WOMENSWEAR CATEGORY

First-time	Repeat	Regular	Loyal
Nico Dress	Nico Dress	Basic Long Kurta - White	Nico Dress
Daisy Dress	Flower print pajama	Nico Dress	Drop-Crotch Pants
Summer Overlay	Uneven Hem Pant	Flower print pajama	Daisy Dress
Classic Mid Length kurta	Classic Mid Length kurta	Daisy Dress	Uneven Hem Pant
Drop-Crotch Pants	Basic Long Kurta - White	Summer Fun Kurta	Summer Fun Kurta
Average Selling Price: \$68	\$45	\$57	\$60

- Summer Overlay was popular for first-timers, mostly purchased for gifting since it is free-size
- Silhouettes play a big role - sleeves versus sleeveless is to be assessed since comfort is a high factor for potential customer

MENSWEAR CATEGORY

First-time	Repeat	Regular	Loyal
Elephant & Heart Boxer - Fuchsia	Elephant & Heart Boxer - Fuchsia	Paradise Shirt- Black & White Check	Nawab Shirt - White
Elephant & Heart Boxer - Turquoise	Nawab Shirt - White	Pondicherry Shirt - White	Elephant & Heart Boxer - Fuchsia
Nawab Shirt - White	Elephant & Heart Boxer - Turquoise	Nawab Shirt - White	Elephant & Heart Boxer - Turquoise
Nawab Shirt- Grey Dobby	Picnic Pocket Square (Set of 2)	Elephant & Heart Boxer - Fuchsia	Kazim Kurta- Dragon Print
Pondicherry Shirt - Navy	Pondicherry Shirt - Navy	Elephant & Heart Boxer- Turquoise	Picnic Pocket Square (Set of 2)
Average Selling Price: \$36	\$28	\$36	\$40

- Boxers and pocket squares popular and bought in multiples- because of quirky design and also great gifting options
- Many shoppers in this category are women who are shopping for their partners or customers who are shopping for gifts

HOUSE & HOME CATEGORY

First-time	Repeat	Regular	Loyal
Pillow Filler	Pillow Filler	Pillow Filler	Pillow Filler
Cushion Filler	Cushion Filler	Cushion Filler	Cushion Filler
Hathi Salt & Pepper Shaker (Set of 2)	Casablanca Jar Candle	Casablanca Jar Candle	Anglesey Jar Candle
Palm Mug	Anglesey Jar Candle	Anglesey Jar Candle	Mandarin - Jar Candle
Casablanca Jar Candle	Palm Mug	Ele Palm Katori	Ele Palm Katori
Cheese knives	Ele Palm Nut Bowl	Old Fashioned Glass	Palm Mug
Average selling price: \$12	\$10	\$8	\$12

- Pillow and Cushion fillers are high quantity for all given the assortment of pillowcases
- Candles and mugs popular for all segments and a high volume is purchased for gifting
- First-timers bought more cheese knives and salt & pepper shakers

TRAVEL CATEGORY

First-time	Repeat	Regular	Loyal
Open Collar Top	Open Collar Top	Go East Sort Sack	Open Collar Top
Gathered Jersey Top	Boat Cropped Pants	Open Collar Top	Boat Culottes - Black
Shen Toilet Kit - Indigo	Gathered Jersey Top	Boat Cropped Pants	Gathered Jersey Top
Jinan Slouchy Pants Denim	Jinan Trouser - Charcoal	Gathered Jersey Top	Go East Wet Sack
Boat Culottes - Black	Jinan Trouser - Silver Sage	Jinan Trouser - Charcoal	Go East Sort Sack
Average Selling Price: \$38	\$44	\$27	\$30

- Open collar Top and Jersey Top were popular across all
- Shen Toilet Kit stood out for first-timers, many of which are purchased as gifts

ACCESSORIES CATEGORY

First-time	Repeat	Regular	Loyal
Gilda stationery set	Gilda stationery set	Physical Gift Card-Dynamic	Physical Gift Card-Dynamic
Palm stationery set	Physical Gift Card-Dynamic	Gilda stationery set	Gilda stationery set
Bloom Hair Clip	Palm stationery set	Small Moon Pin	Small Star Pin
Physical Gift Card-Dynamic	Big Moon Pin	Big Star Pin	Kandy Bangles
Kandy Bangles	Small Heart Pin	Small Heart Pin	Small Moon Pin
Average Selling Price: \$30	\$28	\$22	\$35

- Stationary popular across all, Palm, specifically with newer customers
- Opportunity in pairing or kitted giftable pickups at the time of checkout. High opportunity to increase volume of purchases here.
- Gift cards : All customers are shopping gifting items from this category. There is an opportunity to bring in new customers by running gifting campaigns or launching kitted products.

4.2 BUILDING RECALL FOR GIFTING THROUGH STORY-TELLING

In December 2018, Nicobar's Marketing team collaborates with Merchandisers & Website team to create a cross-promotional gifting campaign that focuses on bundling products from categories identified in the study in 1.2. The campaign identifies the best-selling low ASP (average selling price) products from the study, as well as, products which first-time customers have a high affinity towards. The Communications team, then styles photo-shoots to curate product groups (such as "In the Study", On the Move"), crafting strong campaigns around people, their personalities and the gifts you can give them.



— In the —
STUDY

A considered mix of calming and playful, every workstation deserves little bits of beauty and variety.



Brass Planter - Medium
Rs. 1,900



Brass Planter - Large
Rs. 1,500



Mirage Vase
Rs. 1,500



Dune Planter
Rs. 1,500







— On the —
MOVE

In our signature stripe, a trio of packing essentials that are just right for the constant traveller.



Godet Case, Berber Laptop Sleeve - 15" and Journey Sleeve
Rs. 4,800

4.2.1 THE USP: GIVE A GIFT JUST BECAUSE

While the gifting campaign aims to personalize perfect gifts from a wide range of products, occasions, suited to various personalities and budgets, its primary aim is to "Give great gifts, all year long". The campaign helped hand-pick gifts that tell a great story, have strong design aesthetic, is wrapped in eco-friendly packaging and may be given just to create memorable moments. The campaign was built to drive those emotions to give a gift to your loved ones just because!



At the BREAKFAST TABLE

The first meal of the day is special, and we're all about giving these daily rituals the sanctity they deserve.



Oceanic Espresso Mug (Set Of 4)
Rs. 1,150



Cereal Bowls (Set of 2)
Rs. 1,100
Other prints available



In the PANTRY

Things that look as good stacked up in the pantry as they do laid out on a table



Bug Tea Pot & Tea Cups - Blue (Set of 3)
Rs. 2,900



Blue Tea Cups - Blue (Set of 2)
Rs. 550



Shirumono Bowl (Set of 2)
Rs. 1,400



Rice Bowl (Set of 2)
Rs. 1,400



6.1 NICOBAR GIFTING SURVEY, NOVEMBER 2019

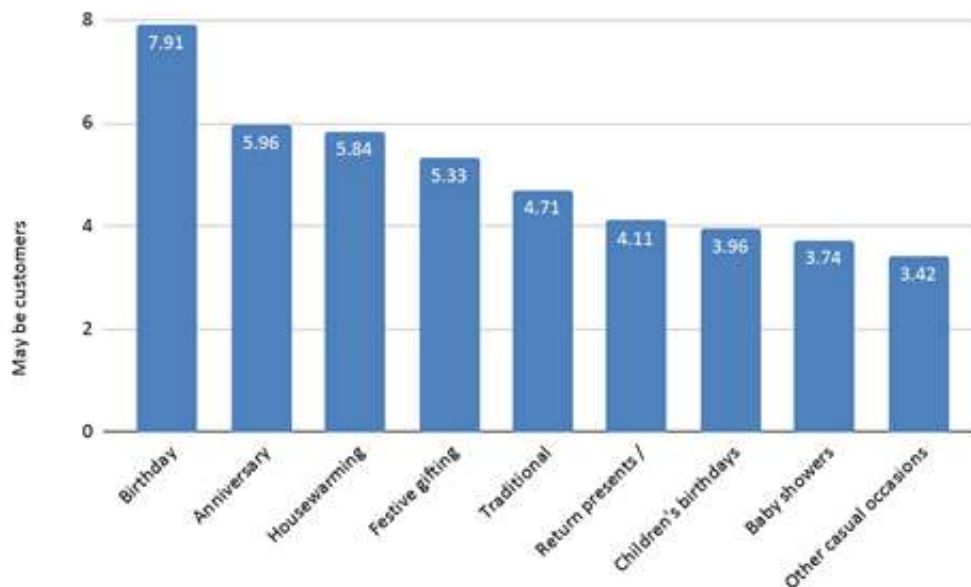
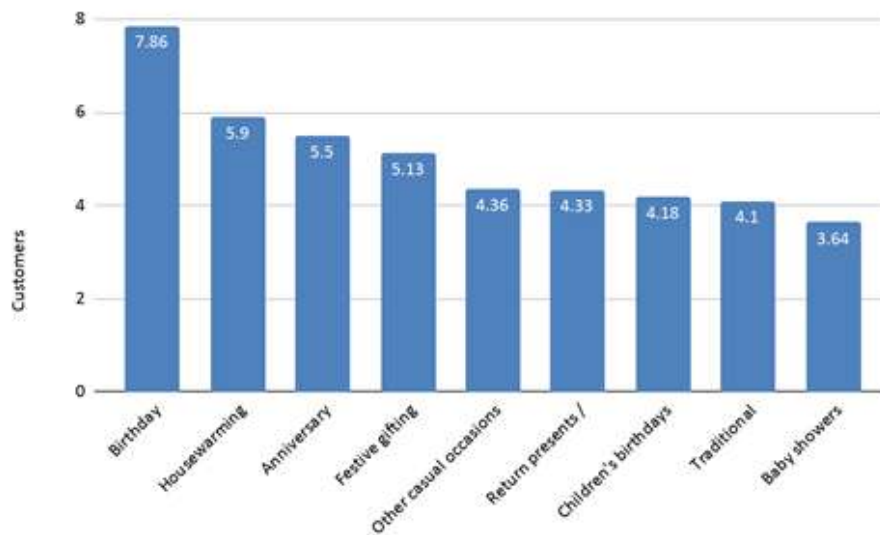
Total respondents: 583

1) Customers: 285

2) Followers on Instagram (referred to as "may be customers")

For what occasions do you buy gifts? Please rank

options by preference (you can drag and drop these into the order you choose, with 1 being your favourite, and 9 being your least favourite).



BOTH CUSTOMERS AND "MAY BE" CUSTOMERS BUY GIFTS LARGELY FOR BIRTHDAY, HOUSEWARMING, ANNIVERSARY AND FESTIVE GIFTING...

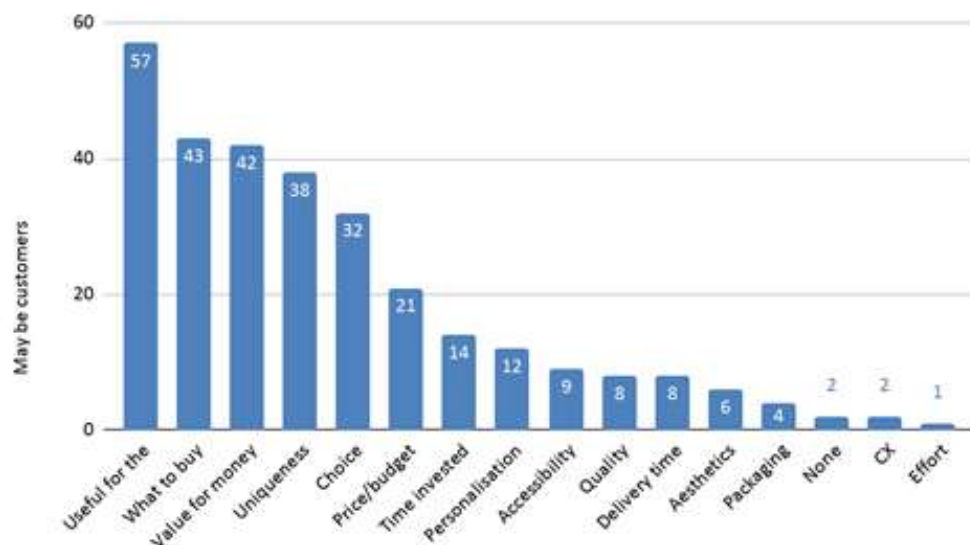
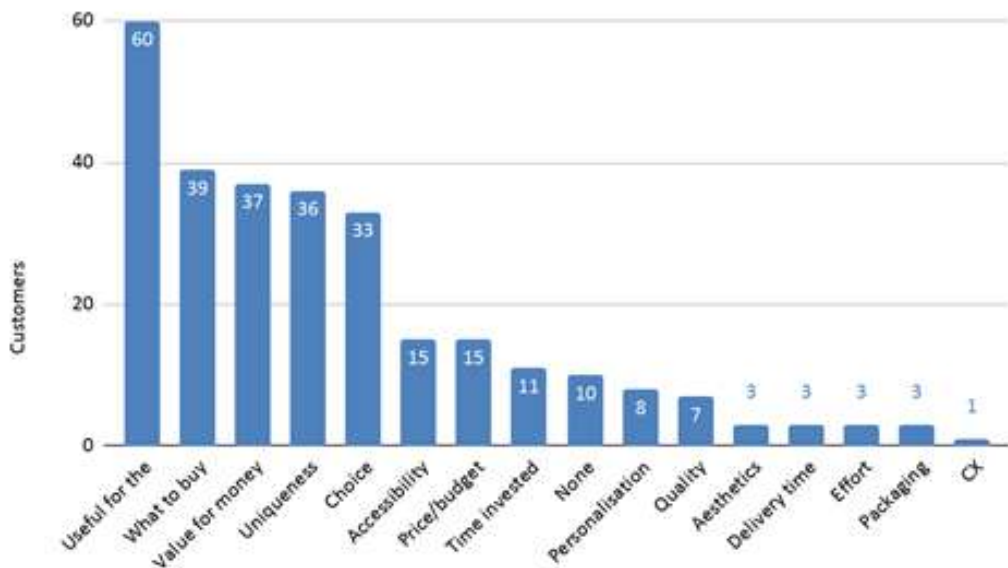
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What is the biggest challenge you face when it comes to finding gifts?



WHILE UTILITY FOR THE RECIPIENT IS THE BIGGEST CHALLENGE, WHAT GIFTS TO BUY AND VALUE FOR THE \$\$ SPENT FOLLOW SUIT

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If you choose to sign-up to this free service, who would you use it for? Please select in order of priority:

Probability	Customers	May be customers
Spouse, Partner, Date	51.76%	66.78%
Close friends (college friend, childhood friend, building neighbour etc.)	70.42%	64.77%
Parents and other 1st degree relatives	41.90%	52.35%
Sister(s)/Brother(s)	42.61%	48.32%
Colleagues, neighbours, and acquaintances	29.93%	20.81%
Other (please specify)	8.10%	2.35%

HIGH PROBABILITY TO GIFT TO CLOSE FRIENDS AND PARTNERS

How often do you buy gifts for people outside close friends and family (colleagues, neighbours or acquaintances)? Say, 5 times a year?

Customers	6.87
May be customers	5.65
Overall	6.24

FREQUENCY OF GIFTING OUTSIDE CLOSE CIRCLE FOR OUR CUSTOMERS IS HIGHER THAN AVERAGE

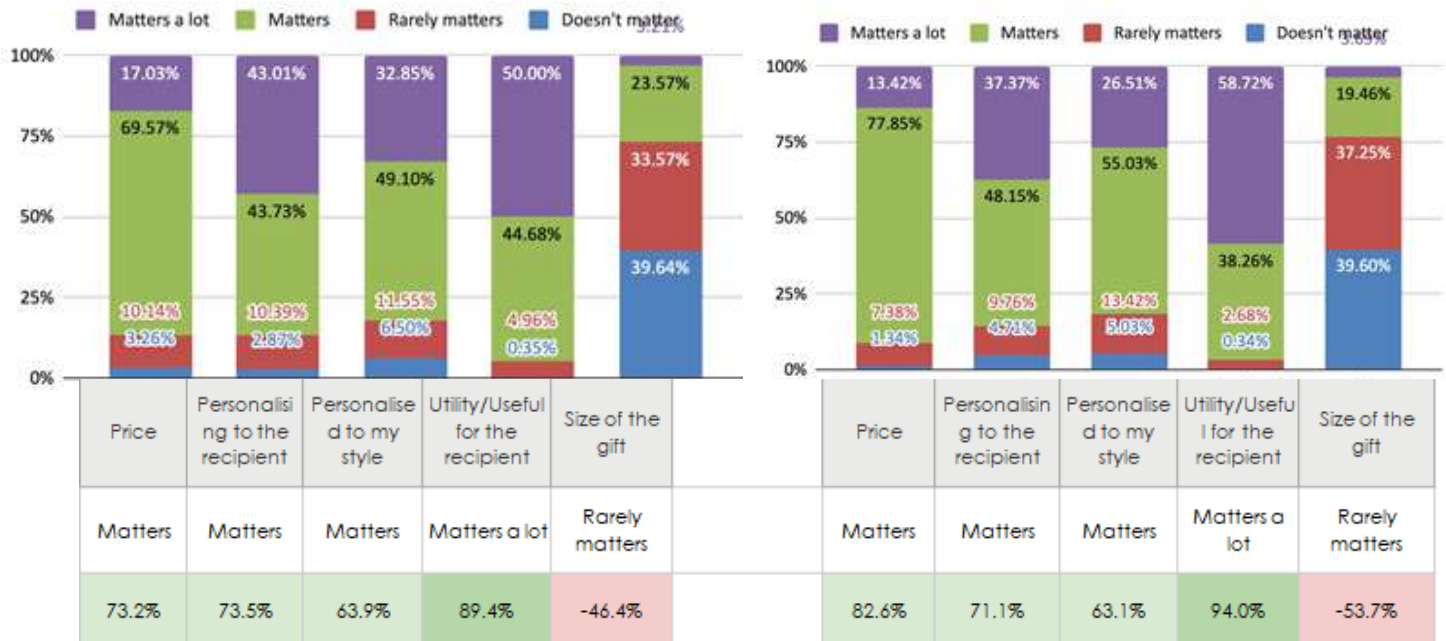
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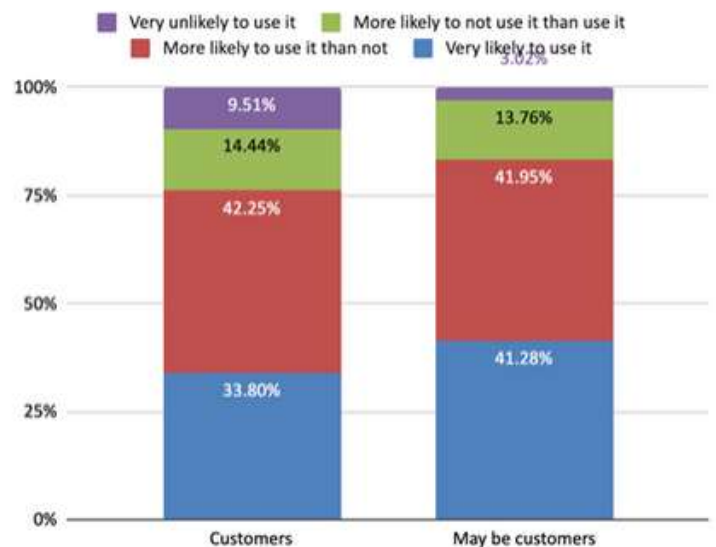
What makes for an ideal gift?



USEFULNESS TO THE RECIPIENT MATTERS THE MOST WHILE SIZE IS IRRELEVANT

How would you like to use Nicobar's personalized Gifting Service, when launched?

	Median response	Net
Customers	More likely to use it than not	52.10%
May be customers	More likely to use it than not	66.45%



80% OF THE RESPONDENTS ARE LIKELY TO USE NICOBAR'S GIFTING SERVICE