

Bring your brand to life

Create customer connections with catalogues



Let's
dive in 

It's more than just a catalogue

It's an experience for your customers

Catalogues inspire Canadian consumers. They offer physical connections to your brand, a moment to disconnect from digital noise, as well as a way to truly engage. Let's look at ways catalogues bring your brand to life for customers.



2 in 5

Canadians say print catalogues are the most enjoyable form of advertising.

Source: Canada Post, Understanding the impact of direct mail inside Canadian homes, Dec 2022.



Create tangible connections

In a world of endless scrolling, catalogues offer a change of pace

The catalogue experience creates a tangible reminder of your brand, something that can be held, explored and shared.

Catalogues offer a memorable and engaging experience that digital ads can't match. Their tactile nature, high-quality imagery, and even the feel of the paper foster a deeper emotional connection.

Major brands like Sephora, Amazon and Home Hardware are building loyalty and driving results with catalogues.

Measure up

Discover the secrets behind IKEA's 14% sales surge driven by an innovative measuring tape catalogue. See the results.



canadapost.ca/ikea

Integrate seamlessly with digital

While catalogues offer a unique physical experience, they also live in harmony with the digital world.

In fact, integrating digital elements with catalogues can further amplify their effectiveness especially with younger audiences.

QR codes. Personalized URLs. Social media integration. They all create a seamless bridge between the physical and digital worlds.

69%

of consumers browse a printed catalogue before making an online purchase.

Source: "Want your offline catalogue to drive online sales? Then this is vital," TAG Marketing, 2020.



Beyond digital

Go behind the scenes of how Arts Club Theatre Company achieved a 500%+ ROI with a strategic digital-catalogue campaign. Get the details.



canadapost.ca/actc

1 in 2 consumers (18-34) will act on QR codes.

Source: The State of Direct Mail Consumer Insights 2024, Lob and Comperemedia, 2024.



Maximize ROI

Catalogues deliver measurable results: Boost sales. Drive traffic. Build brand love.



In an ROI-focused marketing landscape, catalogues offer clear attribution.

Track performance with unique promo codes, dedicated URLs, call tracking—all driving customers to your app or website for maximum impact. Catalogues let you stop guessing and start knowing.

Design meets distribution

Learn how Structube used compelling catalogue design and targeted distribution to fuel a 70% surge in in-store traffic. Get the details.



canadapost.ca/structube



 **29%** Median ROI from catalogues.

Source: Data & Marketing Association.

Create personalized experiences

Imagine a catalogue that is truly tailored for your customers

44%



of Canadians will pay attention to mail addressed directly to them by name.

Source: Canada Post, Understanding the impact of direct mail inside Canadian homes, Dec 2022.

Personalized catalogues deliver a customer-curated experience directly to their homes, showcasing products tailored to their unique tastes. Think about it: A clothing retailer featuring outfits that complement past purchases or a home goods store highlighting décor that matches their existing style.

Catalogues help foster stronger connections. Use them to re-engage lapsed customers with tailored offers; leverage customer purchase and behaviour data to create personalized experiences; or reward loyal customers with exclusive previews.

Bold and targeted

Explore how Altitude Sports reached new heights in customer reactivation thanks to 160,000 perfectly targeted catalogues. See their strategy.



canadapost.ca/altitude



Find the perfect format for you

Today's catalogues offer incredible flexibility, allowing you to tailor them to perfectly match your brand aesthetic and target audience.

Mini-catalogues. Compact and cost-effective, perfect for showcasing targeted promotions or specific product lines.

Lookbooks. Emphasize style and inspiration with stunning visuals and curated collections.

Gift guides. Offer curated recommendations and inspire gift-giving.

Don't be afraid to experiment and find the format that best showcases your brand and products.

Stand out in a crowd

Find out how ODESSA Poissonnier created a distinctive brand experience for its customers thanks to a 16-page holiday magazine. See their results.



canadapost.ca/odessaen



51%

of shoppers say mail builds brand relationships.

Source: The State of Direct Mail Consumer Insights 2024, Lob and Comperemedia, 2024.

2.5X

more money spent by customers who received a catalogue.

Source: "Why Catalogues Still Matter in a Digital World," ENRU, 2025.



Bridge all generations

Catalogues hold a special place across generations, but Gen Z is particularly excited to reconnect with the tangible experience of print.

Like many of us, this up-and-coming generation is experiencing digital fatigue. That fact creates a unique opportunity for print catalogues to help build your brand credibility and foster genuine connections.

Did you know Gen Z spends 12 minutes engaging with their mail, and 42% find addressed mail more credible than any other channel?

Targeted for acquisition

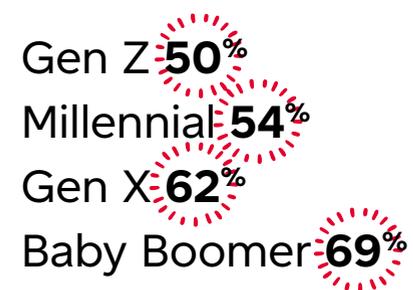
Discover how Roots Canada created best-in-class online sales among millennials with a targeted catalogue during back-to-school season. See the results.



canadapost.ca/roots



Canadians of all ages love a catalogue in their mailbox.



Source: SMM Thought Leadership Results, Canada Post, 2023.

Catalogues take your brand beyond the page

Catalogues are a vital component of a forward-thinking marketing strategy – an invitation to explore and connect in a new way.

Embrace this blend of tradition and innovation to build brand credibility, drive sales and create lasting connections.

1 in 3

Canadians say print catalogues drive them to act.

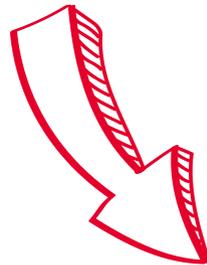
Source: SMM Thought Leadership Results, Canada Post, 2023.



“Think about a beautifully designed catalogue sitting on your customers’ coffee table. It tells a compelling brand story while keeping products in plain sight, inspiring anyone flipping through it.”

Danielle Doiron,
General Manager, Marketing at Canada Post

DISCOVER THE POWER
OF CATALOGUES.



canadapost.ca/catalogues

