

DAVID JONES
AMPLIFY.

Your PREMIUM DESTINATION for growth

DAVID JONES
AMPLIFY.
MEDIA KIT 2024

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A surreal fashion display featuring three mannequins in vibrant pink, pleated dresses. The scene is set against a teal, textured background that resembles coral or rock formations. The foreground is filled with a dense arrangement of tropical plants, including large green leaves, pink orchids, and various types of coral. The lighting is dramatic, highlighting the textures of the dresses and the surrounding flora.

AMPLIFY *your* BRAND
AMPLIFY *your* AUDIENCE
AMPLIFY *your* RESULTS



AMPLIFY
Your BRAND

Since 1838, David Jones has revolutionised the way Australians shop.

Our foundation of influential and disruptive innovation has established the iconic brand to be *Australia's original influencer* in fashion and lifestyle.

With over 50M visits to our stores annually, 100M+ visits to davidjones.com, and a highly engaged customer database of 3M+ subscribers, target your brand's customer through David Jones' online and offline media touchpoints.



AMPLIFY

Your AUDIENCE

REACH

5 million shoppers in a purchase mindset

LEVERAGE

the channels that drive purchase

SECURE

premium media during seasonal and retail purchase cycles

ACCESS

affluent segments and David Jones loyalty members

APPLY

our influence to your campaigns



DAVID JONES CUSTOMER

Access highly engaged customers who are receptive to premium brand communications

5 MILLION customers annually

70% female / 30% male

AVERAGE AGE IS 43

60% have a household income of over \$200k

51% own their homes outright

60% believe premium brands are worth paying for

79% are currently continuing to spend on extras

SHOPPING HABITS

74% shop instore / 9% online / 17% instore & online

18% shop at David Jones Flagship Stores

82% shop at other David Jones Stores

WHERE THEY LIVE

NSW 42% VIC 24% QLD 17% SA 7% WA 10%

AMPLIFY
Your RESULTS

Meaningful campaign reporting to
demonstrate campaign effectiveness.





BRAND SOLUTIONS
like no other

Meaningful connections across *multiple touchpoints*

MEANINGFUL BRAND CONNECTIONS

Across Multiple Touchpoints



INSTORE

- 3D Built Windows
- Graphic Windows
- Digital Screens
- Lightboxes
- Large Format
- Hot Spots
- Pop-Ups
- Event Space
- Store Radio

PUBLISHING

- JONES MAGAZINE:
 - Full Page Ad
 - Double Page Ad
 - Advertorial
- SEASONAL GIFT GUIDES:
 - Mother's Day, Father's Day and Xmas
 - Full Page Ad
 - Double Page Ad

CRM

- Solus eDM
- Direct Mail

ONSITE

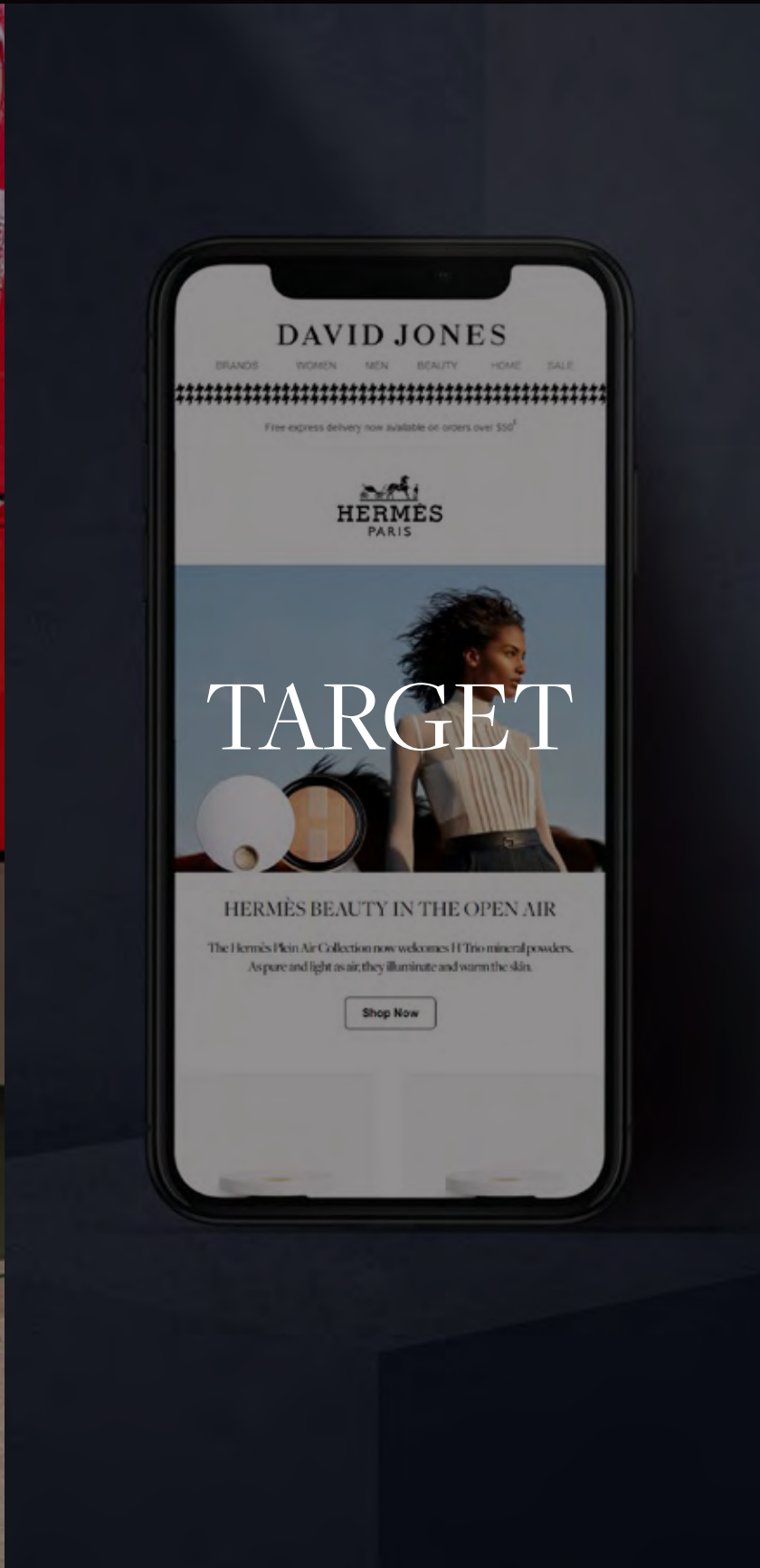
- Sponsored Products

OFFSITE

- Programmatic
- Social
- Video

MEDIA SOLUTIONS

Tailored To Your Marketing Objectives



David Jones leads with client-first solutions and is your *Premium Destination* for GROWTH

INSTORE

50M+ visits annually in 41 locations

Reach premium shoppers at scale,
in the consideration phase and
last point before purchase.



OUR BRICKS & MORTAR NETWORK

41 stores across Australia & New Zealand

FLAGSHIP

Elizabeth Street, NSW
Bourke Street Mall, VIC

2 Stores

GOLD

Bondi Junction, NSW
Chatswood Chase, NSW
Miranda, NSW
Canberra Centre, ACT
Chadstone, VIC
Queens Plaza, QLD
Adelaide Central Plaza, SA
Claremont Quarter, WA
Hay Street Mall, WA
Newmarket, NZ

10 Stores

SILVER

Burwood, NSW
Castle Towers, NSW
Kotara, NSW
Macquarie Centre, NSW
Parramatta, NSW
Warringah Mall, NSW
Doncaster, VIC
Highpoint, VIC
Malvern Central, VIC
Carindale, QLD
Chermside, QLD
Indooroopilly, QLD
Pacific Fair, QLD
Robina Town Centre, QLD
Marion, SA
Garden City, WA
Karrinyup, WA

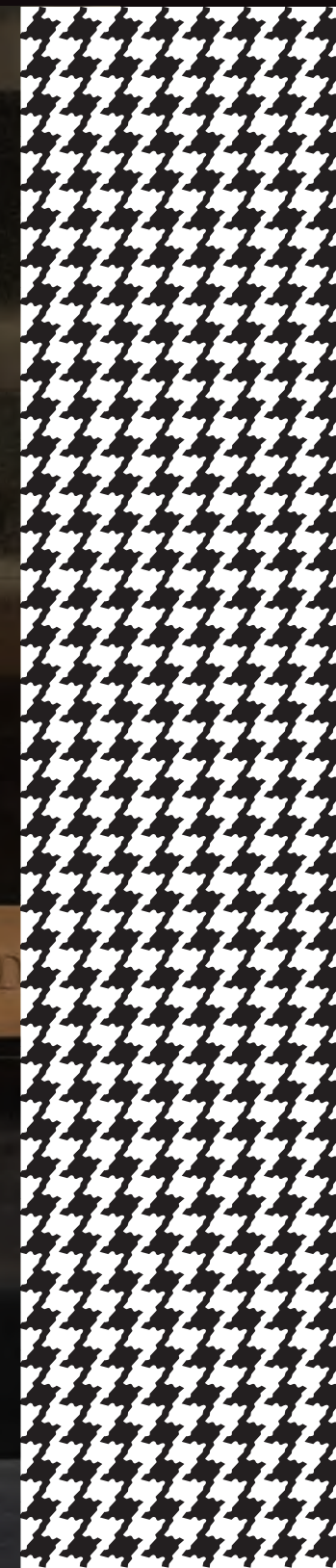
17 Stores

BRONZE

Green Hills, NSW
Hornsby, NSW
Macarthur Square, NSW
Tuggerah, NSW
Woden, NSW
Wollongong Central, NSW
Glen Waverley, VIC
Southland, VIC
Sunshine Plaza, QLD
West Lakes, QLD
Carousel, WA
Mandurah, WA

12 Stores

WINDOWS – 3D & BLOCKOUT



Harness the power of iconic locations with flagship windows or access high-traffic zones facing into the mall of our suburban store networks.

63
windows
across
16 stores

DIGITAL SCREENS



107
screens
across 35
stores

Display still or motion content in high-traffic locations including large format storefront screens on our store entries facing into busy shopping centre malls, and retail precincts, or more targeted instore locations across a range of formats, bookable by store or department. Each placement offers 25% SOV, which is the opportunity to be seen for 15 seconds of every 60.

Storefront Screen

In Department

LIGHTBOXES & LARGE FORMAT PRINT



High-impact, front-of-mind positioning connecting with an audience in a shopping mindset. Available to book in 12-week blocks.

276
placements
across 38
stores

LIFT WRAPS & EAS GATES



End-to-end customer connections that elevate your brand presence instore.
Available to book in 8 - 12 week blocks, by store or floor.

Available in
39
STORES

HOT SPOTS



Next-level instore display. Create an impactful installation to elevate your brand presence instore and connect with customers at their closest point to purchase.

30+
bookable locations
nationally

ACTIVATION ZONES & EVENT SPACES



The ultimate in brand immersion and connection. Pop-up with a creative installation and staffing or engage customers in private event spaces to deliver exclusive, immersive brand experiences.

38
bookable locations
nationally

STORE RADIO



Build brand awareness and increase consideration for your brand.
Promote new products, tactical offers, or deliver a brand message.

Available in
40
STORES

PUBLISHING

5 publications annually, delivered to David Jones' top-spending customers



JONES MAGAZINE



ADVERTISING OPTIONS

Full Page Brand Ad
Double Page Spread
Advertorial

50K
print circulation
+ *online*

Published twice a year, in February (Autumn/Winter) and September (Spring/Summer), JONES magazine offers the ultimate curation of the best new arrivals in fashion, beauty and home, together with the latest in seasonal trends and features, profiling the personalities and leaders behind the latest looks.

Delivered to David Jones' highest-spending customers, JONES magazine provides an exclusive environment, amongst premium brands, in which to connect and engage with the premium customer.

SEASONAL GIFT GUIDES

MOTHER'S DAY



FATHER'S DAY



CHRISTMAS



Curated and distributed during key gift-giving periods, David Jones' gift guides bring together the ultimate in gifting with special features on those inspiring the way we shop and celebrate these key moments.

Direct mailed to David Jones' top customers, David Jones' gift guides provide a connection with the premium consumer while in a spending mindset.

ADVERTISING OPTIONS

- Full Page Brand Ad
- Double Page Brand Ad
- Advertorial

120K
circulation
annually

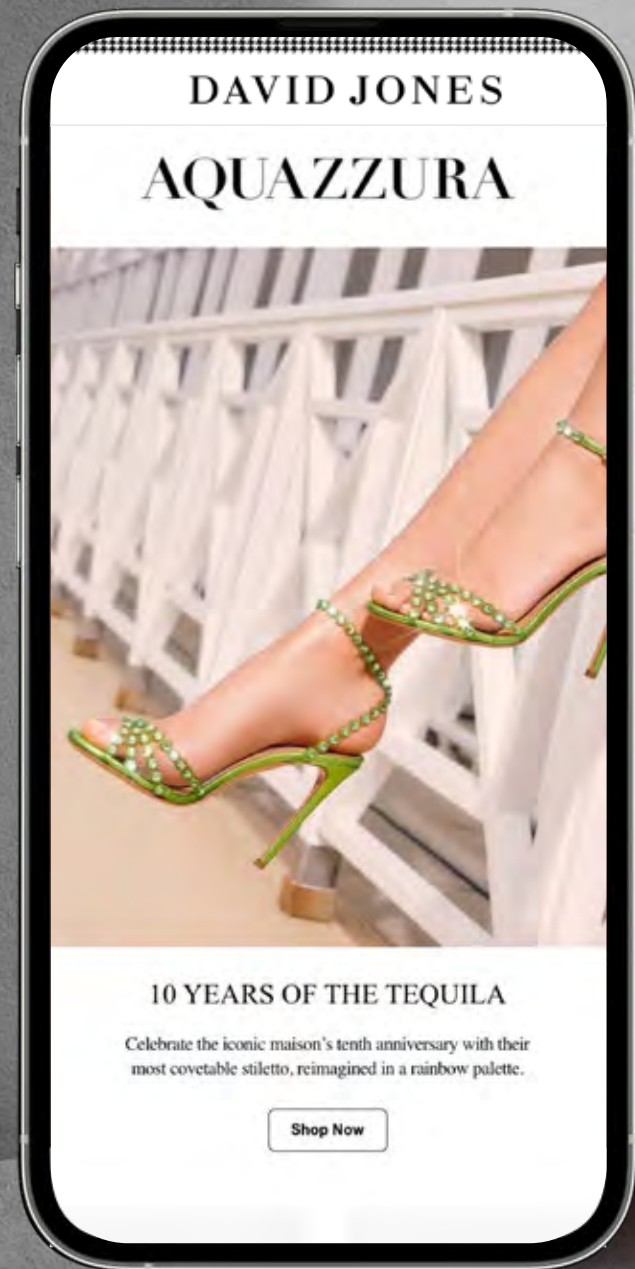
EMAIL & DIRECT MAIL

3 MILLION+
highly engaged subscribers.

Targeted audiences creating valuable
interactions powered by data and analytics.



EMAIL



61%
average
open rate

3M highly engaged subscribers
61% email open rate - above industry benchmark
2.9% CTR - above retail industry benchmark

ADVERTISING OPTIONS

Solus eDM

Mosaic TARGETING

Targeting using Mosaic groups and customer types that align to your brand

Brand TARGETING

Target customers who buy certain brands

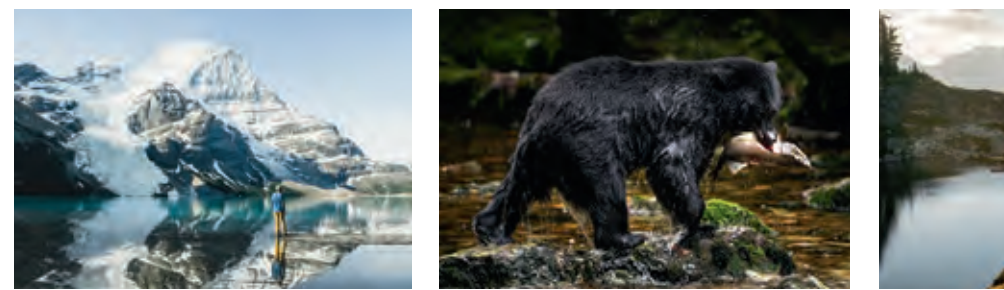
Category TARGETING

Target customers who buy certain product categories

DIRECT MAIL

Enter the draw for your chance to win a trip for 4 to discover the magic of British Columbia travelling to Vancouver with Air Canada.

This incredible prize includes 4 Air Canada Economy Class return tickets from Sydney or Brisbane to Vancouver, Canada and \$15,000 AUD credit to design your own 'Rainforest to Rockies' dream holiday in British Columbia.



Enjoy 10% off Air Canada Flights

Air Canada is offering David Jones customers 10% off flights from Australia to Canada. Book directly on aircanada.com using the booking code 2024DAVIDJONES. Blackout dates and T&Cs apply.**

DAVID JONES | AIR CANADA CANADA SUPER. NATURAL BRITISH COLUMBIA

*Win A Trip To Canada: Open to all residents of Australia, aged 18 years or over who meet the eligibility criteria. Entrants under 18 years of age must have prior consent of their parent or guardian, or their entry will be invalid. Competition opens 12/02/2024 at 00:01am (AEST) and closes 11/08/2024 at 11:59 (AEST). Total Prize pool value is up to AUD\$30,000 (GST Inclusive). Winners drawn at 11:00 (AEST) on 21/08/2024 at Engage Interactive Pty Ltd, 24 Washpool Crescent Woongarah NSW 2259. Winners notified by email within 7 business days of the draw. Authorised under permit numbers: NSW Authority Number: TP/03267, ACT: TP 24/00208, SA: T24/170. The Promoter is David Jones Pty Limited (ABN 75 000 074 573). Visit <https://www.davidjones.com/terms-and-conditions> for full Terms & Conditions. **Air Canada Promotion: Book on aircanada.com for travel AU-CA, return or one-way, 10% discount off: Y - Basic/Standard/Flex, O - Premium Economy Lowest, and J - Business Lowest published airfares On sale from 25 March - 30 June 2024, for travel commencement between 1 April 2024 and 31 March 2025. All travel must be completed by 30 Apr 25. Blackout periods apply: x AU -13 Dec 24 -19 Jan 25, x CA -27 Dec 2024 -04 Feb 2025.

For your perfect Autumn, Winter & Beyond wardrobe visit davidjones.com

Win a trip for 4 to
CANADA
Including \$15,000 AUD credit to design your own
'Rainforest to Rockies' dream holiday in British Columbia.

Presented by: **DAVID JONES** In partnership with: AIR CANADA CANADA SUPER. NATURAL BRITISH COLUMBIA

620K
customers opted-in
for direct mail

Leverage David Jones' first-party data to connect with customers who align with your audience with a direct mail postcard.

Mosaic TARGETING

Targeting using Mosaic groups and customer types that align to your brand

Brand TARGETING

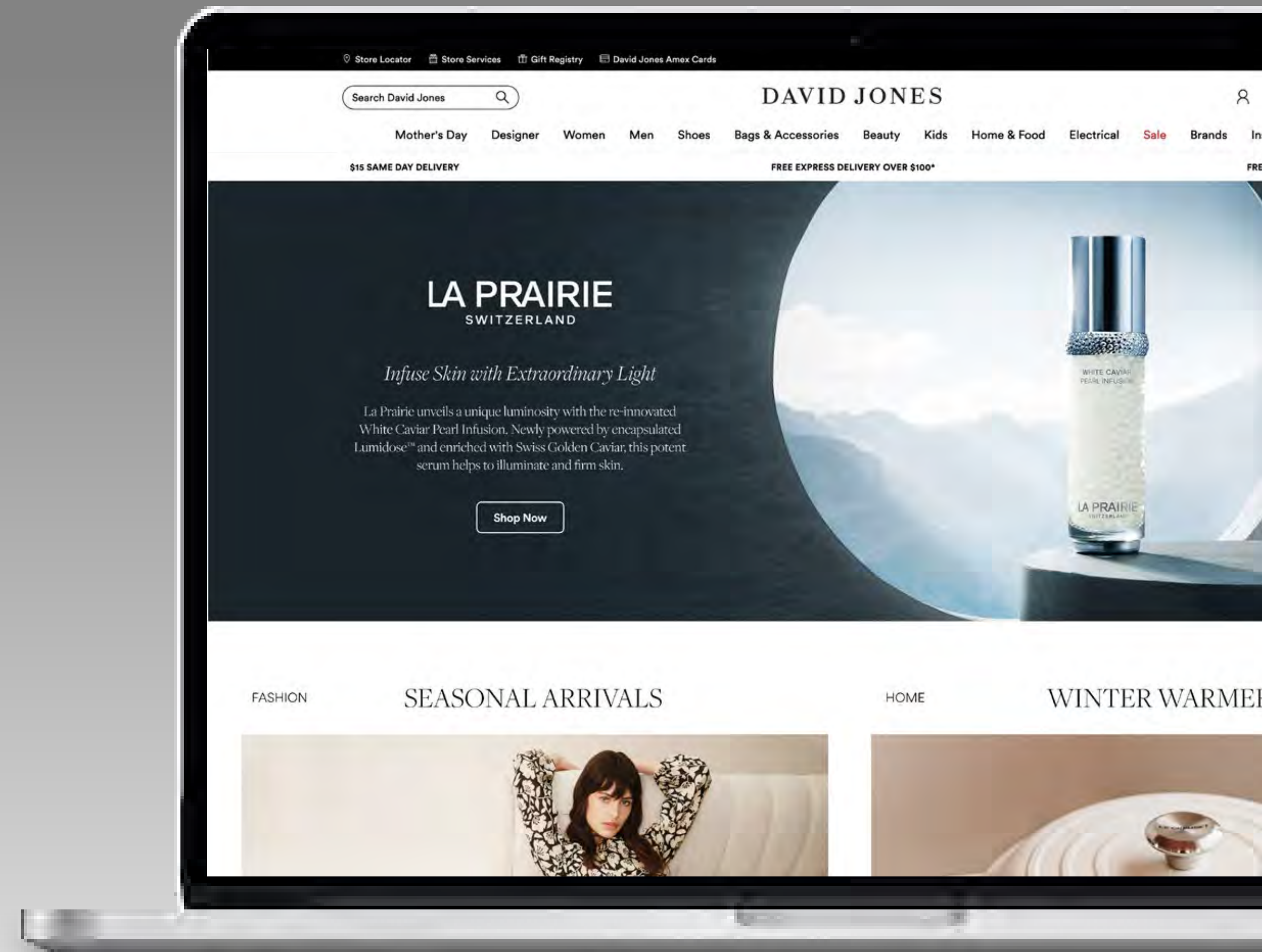
Target customers who buy certain brands

Category TARGETING

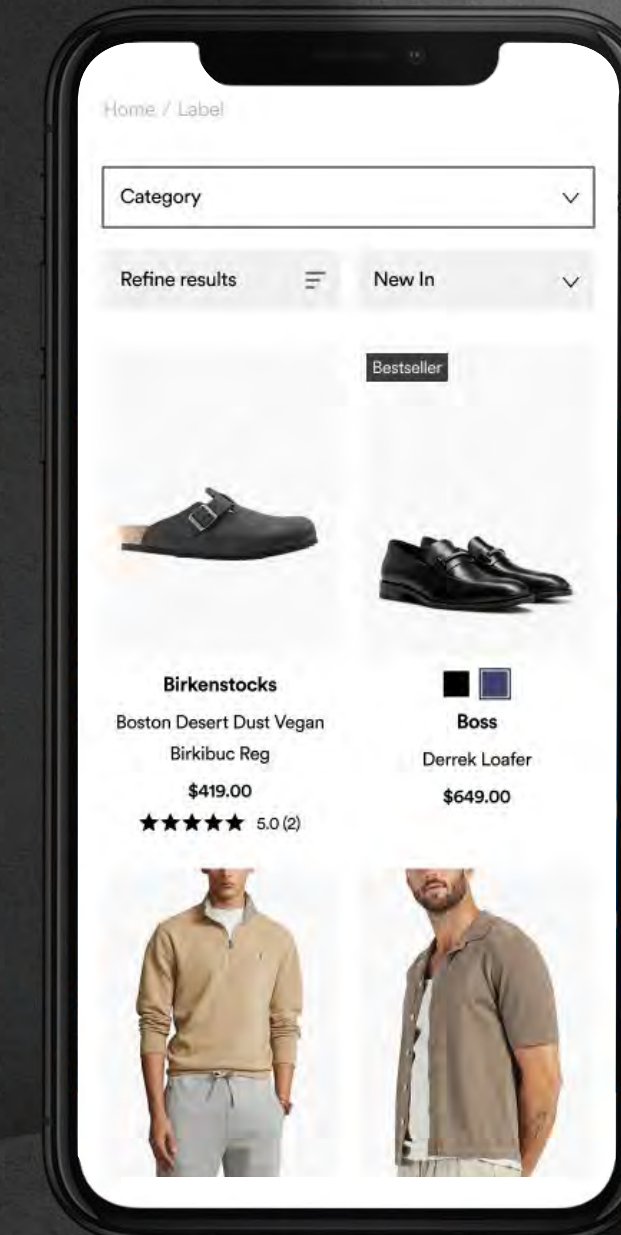
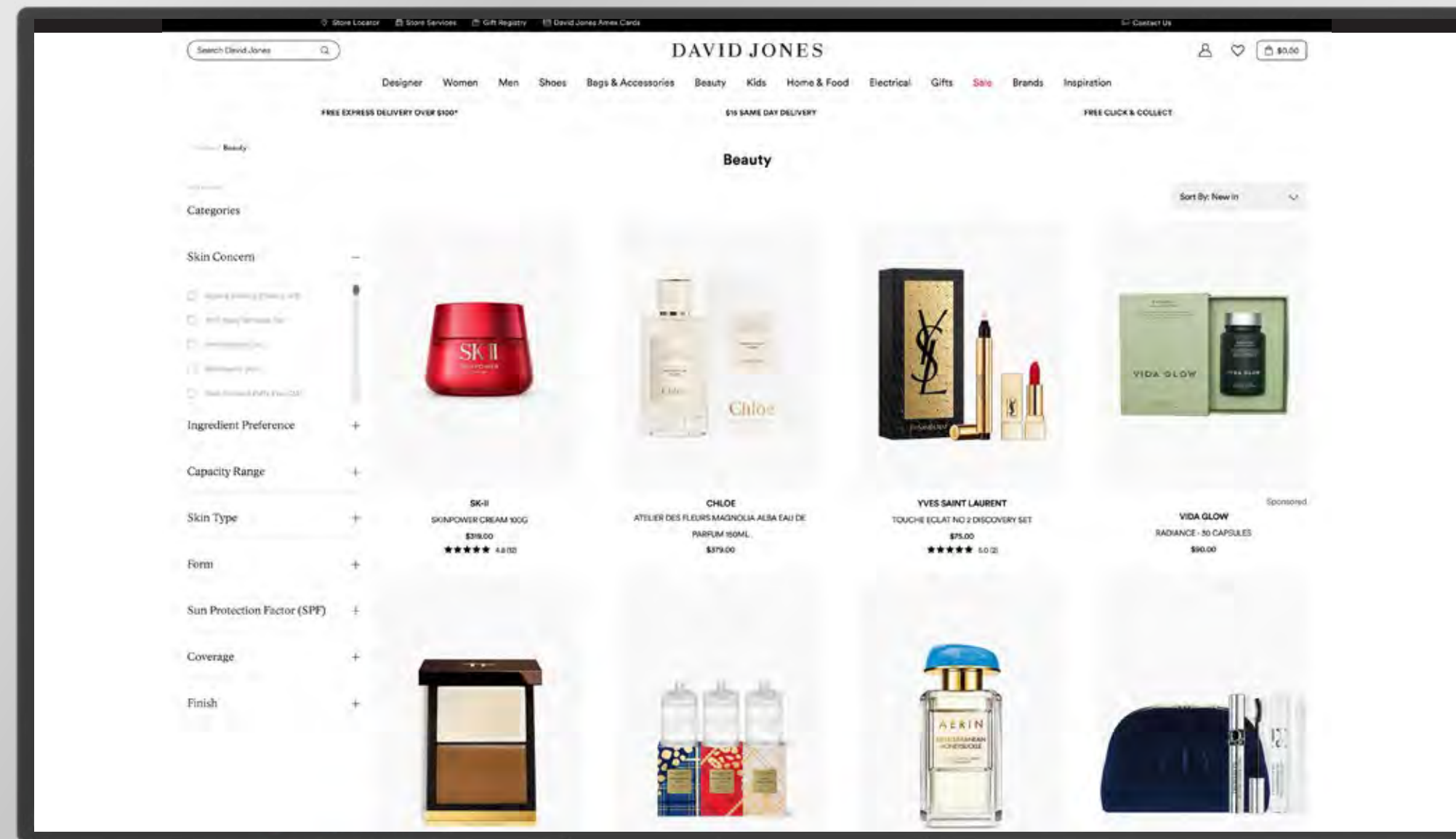
Target customers who buy certain product categories

ONSITE

100 MILLION+
visits annually



DYNAMIC SPONSORED PRODUCT PLACEMENT



Powered by Criteo, the AI engine dynamically presents customers with your selected products, optimising customer relevance, and drive strong conversion across 300+ product category browse pages, plus search. With a highly efficient pay for performance CPC investment model, this channel deliver 200%+ return on ad spend, and offers SKU-level control, bidding, and reporting.

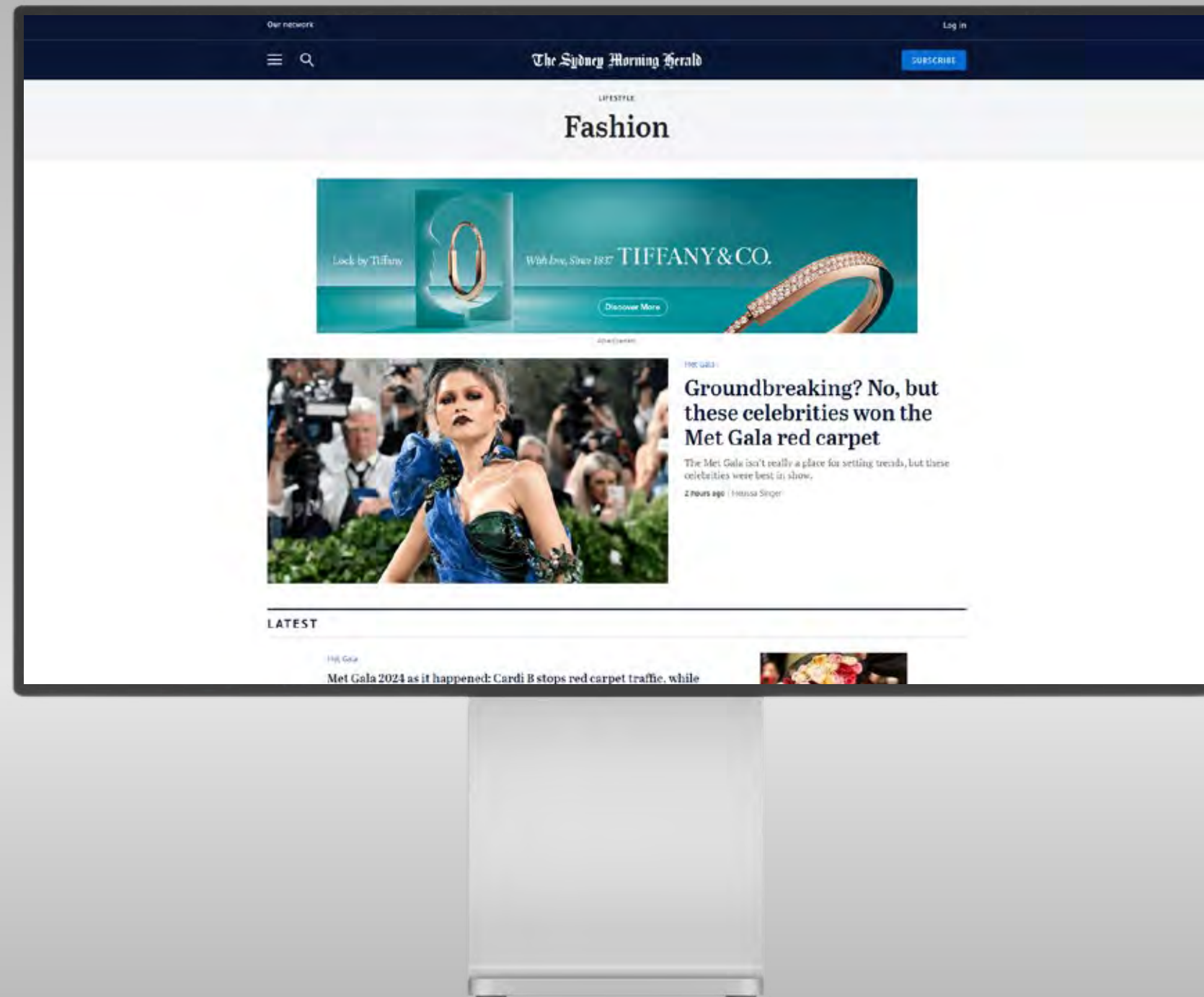
CPC from
\$2.00

OFFSITE

Access to our first-party data to find your customers everywhere online



OFFSITE



Leverage David Jones customer data including demographic, mosaic and brand and category spend behaviour to maximise effectiveness and minimise wastage connecting with customers wherever they are on the open web. Powered by global leader Criteo, access David Jones audience across programmatic, social and video channels.

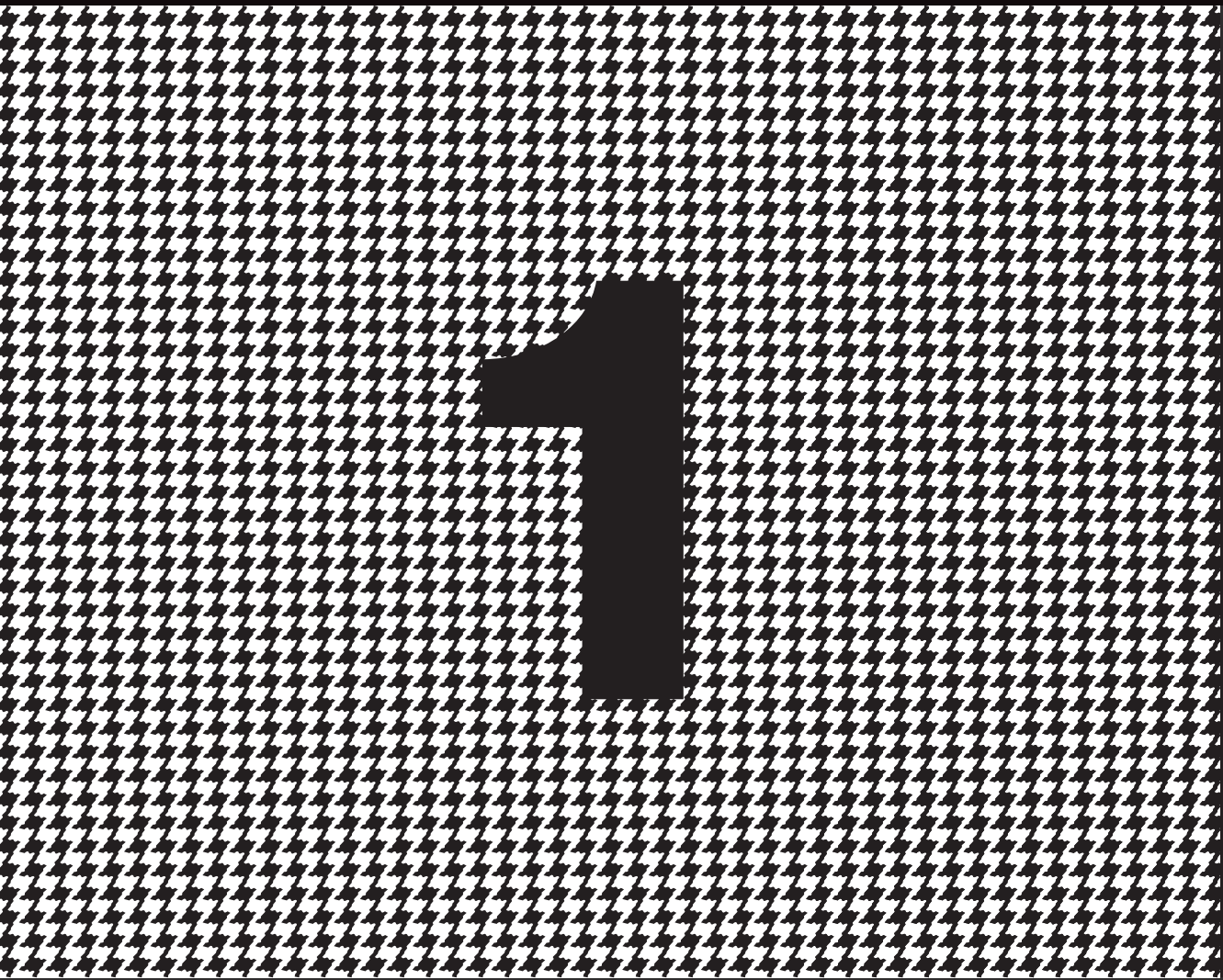
ADVERTISING OPTIONS

Programmatic
Social
Video

*Launching
H1 FY24*

THE AMPLIFY PROCESS

A new way of working together

A large black number '1' is centered on a square background with a dense, repeating houndstooth pattern.

BRIEF

Brand Partner

Brief David Jones Amplify
on your marketing
objectives

A large black number '2' is centered on a square background with a dense, repeating houndstooth pattern.

PROPOSAL

David Jones Amplify

Proposal sent to you to
review and approve, or
provide feedback to
refine further

A large black number '3' is centered on a square background with a dense, repeating houndstooth pattern.

APPROVAL

Brand Partner

You approve the proposal
and submit creative material
by the deadlines indicated
for each placement

A large black number '4' is centered on a square background with a dense, repeating houndstooth pattern.

LAUNCH

David Jones Amplify

Campaign live in market
Post-campaign reporting
Invoice issued



CASE STUDIES

PROVEN RESULTS

Beauty ——— Tom Ford

SUMMARY

The David Jones pre-launch exclusive of Tom Ford Vanilla Sex, created a first to market competitive edge. The partnership drove hype and awareness and in turn strong sales results across the entire Tom Ford portfolio. The exclusive unlocked a bespoke, omni – channel marketing plan to capitalize on the exclusivity period.

AMPLIFY SOLUTION

EDM/ CRM
davidjones.com
Paid Media & Social Influencer Content Creation
JONES Magazine
Instore: Digital Screens

RESULTS

- Halo effect for overall brand over January and February, both B&M and Online
- February Online sales +66% vs LY
- +27% in Brand Page Views
- Top performing SKU for beauty
- Content collaboration +79% to benchmark

No 1

PERFORMING
SKU FOR
BEAUTY



+66%
FEBRUARY
ONLINE SALES
vs last year



PROVEN RESULTS

Fashion ——— *Gentle Monster*

SUMMARY

Available exclusively at David Jones in Australia, Gentle Monster eyewear launched at our Sydney Flagship with an instore campaign showcasing the brand on digital screens and with cutting-edge 3D installation, which effectively drove awareness and foot traffic. The digital communications strategy included email, website, and social media to further drive brand awareness and sales on davidjones.com. The campaign exceeded expectations for customer engagement and product sales, during and post campaign.

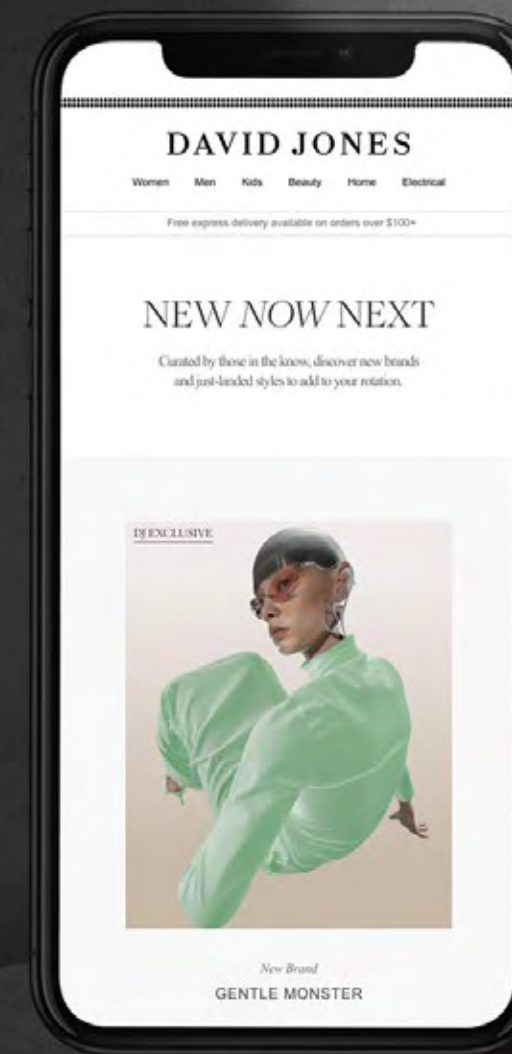
AMPLIFY SOLUTION

Instore VM: Window, digital screens
davidjones.com- Homepage, Department & Category pages
EDM
Social

RESULTS

- 4.5k searches
- 13k visits to the Gentle Monster brand page
- 5.4k product views
- 26% product engagement rate from brand page

7.2K
UNITS SOLD
since launch



PROVEN RESULTS

Travel ——— Destination Canada

SUMMARY

Destination Canada engaged David Jones Amplify to enhance awareness and consideration of Canada as a premier travel destination for Australia's discerning travellers during Autumn and Winter. The strategic marketing plan strategically leveraged online and offline touchpoints to immerse customers in the allure of Canadian travel through compelling visual, tactile, and auditory engagement.

AMPLIFY SOLUTION

3D Flagship Windows
Pop Up Activation
JONES Magazine
CRM (email and direct mail)

RESULTS

- 16,000+ competition entries since Feb 2024
- 46% open rate on 50k Solus EDM send
- 823,000+ Opportunity to See (OTS) engagements for the Flagship Store windows
- 73,000+ customers have experienced the immersive pop-up activation at David Jones Sydney Flagship since it launched in mid-March.
- 95,000+ content plays across the national instore digital screen network,

*Note: The results are for activity delivered Feb – April 2024. The campaign concludes in August 2024.



16K+
COMP ENTRIES
since Feb 2024



PROVEN RESULTS

Footwear & Accessories — Manolo Blahnik Launch

SUMMARY

This omni-channel campaign targeted David Jones' luxury customers in order to build hype around the launch of Manolo Blahnik at David Jones

AMPLIFY SOLUTION

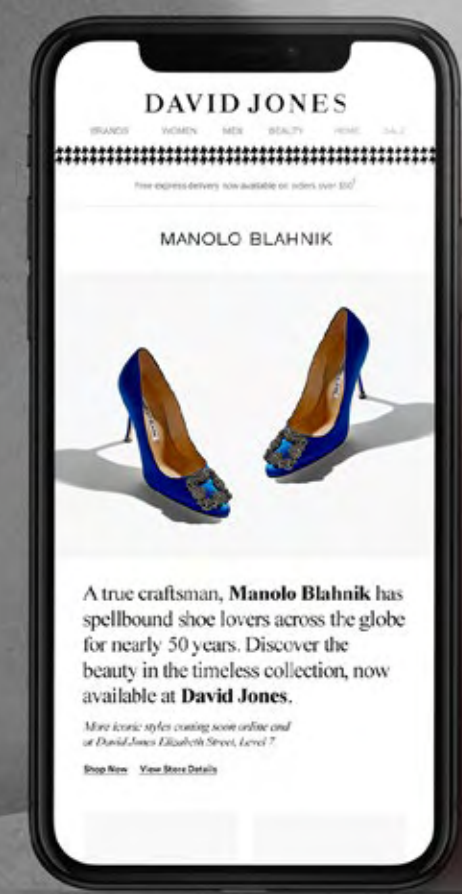
davidjones.com - homepage, department page hero takeover
 Solus EDM
 JONES Magazine
 Christmas Gift Guide
 Window Display
 Instore Digital Screens
 Instore Hot Spots + Store Team Engagement & Clienteling

RESULTS

- 6.3K sessions on the Manolo Blahnik brand page recorded in the first week
- Online & instore VIP pre-sale campaign generated 72% of sales in Week 1



72%
OF WEEK 1 SALES
delivered in
pre-sale period



PROVEN RESULTS

Fashion ——— Polo Ralph Lauren x Australian Open Partnership

SUMMARY

This omni-channel campaign celebrated Polo Ralph Lauren's partnership with the Australian Open, and associated range of products across menswear, womenswear and kidswear.

AMPLIFY SOLUTION

davidjones.com - homepage, department & Brands A-Z
Solus EDM
Native Social (Instagram & Facebook)
SEO
Window Displays
Instore coloured ticketing
Instore Hot Spots

RESULTS

- 53% average weekly sell-through rate
- 171% YoY sales growth

171%
YEAR ON YEAR
sales growth



DAVID JONES
AMPLIFY.

For more information, or to receive a copy of our rate card, please contact the Amplify team:

ENQUIRIES

E | amplify@davidjones.com.au

W | davidjones.com/amplify