

# Hans Anders wins award for ‘best e-mail campaign’

The annual DDMA award for the best e-mail campaign of 2020 was won by Hans Anders with their ‘Post Purchase Campaign’. With this hyper-personalised e-mail campaign, Hans Anders managed to maintain positive engagement with customers who ordered new glasses, and enhanced their brand experience (‘accessible, striking, and fun’).

According to the expert jury, the ‘Post Purchase e-mail campaign ‘ by Hans Anders injects relevance and fun into the customer journey. The jury was unanimous in its choice for the winning campaign. Bram Bruijns, Director of Marketing & Digital at Hans Anders: ‘Once you’ve ordered a new pair of bespoke glasses, it takes one to two weeks until the glasses are ready. Nobody likes to wait and it can be quite stressful. This campaign was aimed at enriching the waiting time between ordering a pair of glasses and the moment of delivery, by way of several super-personalised e-mails. This results in more happy customers, and ensures customer service and shops have fewer questions to deal with. The results are astounding. As such, we also rolled out this e-mail campaign in Belgium (and Sweden).



*Sonja Bertrand, Digital Manager, and Bram Bruijns, Director Marketing & Digital proudly receive the DDMA award.*

Last week, Hans Anders was also crowned the ‘Best Retail Chain in the Netherlands’ in the Hearing Care category.

## **About the DDMA E-mail Awards**

The **DDMA** E-mail Awards are usually awarded every year during the DDMA Email Summit, which was postponed until next year. However, the award ceremony did take place: on Thursday 24 September in Square by Gert Blom in Amsterdam. The event is an initiative by DDMA, the industry association for data and marketing and was organised by the DDMA E-mail Committee.

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### ABOUT HANS ANDERS

**Distinguishing in optics and hearing care, leading in retail**

**Hans Anders Retail Group**

The Hans Anders Retail Group has been one of the fastest-growing concerns in optics and hearing care in Europe for some time. The retail platform features three retail brands – **Hans Anders**, **eyes + more** and **Direkt Optik** - and aspires to become a market leader in the value-for-money segment in the European markets operated by the group, in a socially responsible way.

#### *Value-for-money*

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. The Hans Anders Retail Group responds with smart retail entrepreneurship; continued value increase for the best pricing in the market at all times. The mission of the group is to make good sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

The Hans Anders Retail Group was acquired by British investor 3i in January 2017. In 2019, eyes + more was added to the group.



Hans Anders