

DAVID JONES

David Jones launches Amplify - retail media like no other.

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David Jones today enters the multibillion-dollar Australian retail media market with the launch of its stand alone retail media department David Jones Amplify™.

David Jones Amplify™ is designed to be Australia's number one media ecosystem targeting the premium shopper giving advertisers access to more than 475 instore formats, 102 digital formats and 70 print and digital editorial formats.

David Jones Chief Marketing Officer James Holloman believes David Jones Amplify™ is a game changer for both endemic and non-endemic brands wanting to engage with Australia's most affluent consumers.

“David Jones Amplify™ can showcase your brand like no other,” said Holloman. “With David Jones Amplify™ we can help brands increase customer spend and acquire new customers. This is a true partnership. We want to partner with brands to achieve their marketing objectives. David Jones Amplify™ is designed to put supplier needs first; a destination for partner growth”.

By partnering with David Jones Amplify™, advertisers make meaningful brand connections across multiple touchpoints with category-specific showcase formats.

“David Jones Amplify™ will showcase the real power of our media assets across our marketing properties, both in our physical and digital stores. Additionally, leveraging first party data to advertise to targeted premium audiences on the open web.

David Jones Amplify™ will give our current brand partners and other highly curated advertisers access to customers that no other retailer or media outlet can,” said Holloman.

David Jones partnered with [Sonder](#) to audit and value all its 30,000 annual media placements across point- of-sale, solus emails, window displays, JONES magazine, pop ups, website and digital screens.

As a media business, David Jones Amplify™ is “the premium destination for growth” backed by proven solutions across multiple touchpoints. Amplify is backed by sophisticated data analytics so that advertisers can track their investment with David Jones. Our customer insights and data to deliver efficient, tailored marketing solutions.

“Our vision is to be the destination that inspires, with experiences and services like no other. We will continue to drive Australia's premium shopping experience in store and online and so will curate advertising that complements the David Jones brand,” said Holloman.

Our approach will bring customer trust to the retail media landscape and is based on true partnership. We believe Amplify will showcase brands like no other, benefiting brands, advertisers and customers.

“Having worked with most of the country's leading retail media organisations, we can safely say David Jones's new retail media offering Amplify, is one of the most exciting and significant media launches of the year. We have been very impressed with the foundations put in place to ensure Amplify's success. The team understand supplier and advertiser needs and have set up their media channels to deliver on those needs”. Jonathan Hopkins, Founding Partner, [Sonder](#)

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The David Jones in-house team will work with brand partners and has partnered with media sales experts Medium Rare Content Agency to support with non-endemic outreach.

Medium Rare Content Agency Chief Commercial Officer Fiorella Di Santo said: “We look forward to strengthening our engagement with David Jones. David Jones Amplify™ will give advertisers new and enhanced opportunities to engage with David Jones customers at scale, creating exciting premium in-store and digital retail media possibilities.”

Non-endemic brands will have the ability to access David Jones customers and Medium Rare Content Agency will focus on premium and lifestyle brands that complement endemic brands and appeal to the David Jones premium customer base.

Utilising David Jones’ sophisticated customer segmentation data, advertisers are able to actively target specific David Jones customer groups.

“David Jones has a very loyal customer base and we know the breakdown of customers by store and by department, meaning brands can actively target specific customer segments either in specific stores or across the whole David Jones network,” said Holloman.

“We know that two thirds of Australia’s most affluent households are David Jones customers and 50% of emerging affluent groups shop across multiple categories at David Jones giving advertisers access to an engaged premium audience to grow their businesses”.

Information about David Jones Amplify™ amplify@davidjones.com.au

NOTES TO EDITORS:

[Sonder 2023 Owned Media Report](#) available [here](#)

Photography available [here](#)

Interviews with James Holloman available

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ABOUT DAVID JONES

David Jones is Australasia’s leading premium department store retailer. The iconic department store first opened its doors in 1838 with the mission to sell ‘the best and most exclusive goods’ and celebrates its 185th anniversary in 2023. David Jones has 42 locations across Australia and New Zealand as well as davidjones.com in Australia and is the oldest continuously operating department store in the world still trading under its original name.