

CASE STUDY: KROGER



SCOPE:

Kroger has become the nation's #1 grocery retailer. Kroger recently launched the Dip clothing line where 80% of the clothes were under \$19, and a holiday program called "Geoffrey's Toy Box, bringing exclusive Toys "R" Us toys to nearly 600 stores. In a Kroger brand expansion initiative, Medley Inc. implemented a comprehensive PR campaign to garner awareness in the Houston market.

CHALLENGE:



POSITION KROGER AS A COMPETITOR AMONGST OTHER TRADITIONAL CLOTHING AND TOY RETAILERS



EXPAND KROGER'S BRAND OUTSIDE OF THE GROCERY SPACE



ENSURE ACCESSIBILITY, DIVERSITY, AFFORDABILITY AND FUNCTIONALITY OF NEW PRODUCT OFFERINGS

THE PLAN:



PRESS OPPORTUNITIES EMPHASIZING A "ONE STOP CLOTHING SHOP"



PARTNER WITH COMMUNITY-FOCUSED MEDIA FOR PRESS OPPORTUNITIES ON ACCESSIBLE TOY SHOPS

OUTCOMES:

NEWS & PRINT PLACEMENTS:



Houstonia.



The Katy RANCHER



50.9M

REACH VIA GEOFFREY'S TOY BOX PLACEMENTS

↑ 23%

LIFT IN CHILDREN'S APPAREL DURING THE HOLIDAYS

\$5.2M

IN APPAREL SALES

\$50K

IN SALES FROM 18 STORES FOR THE TOY BOX CAMPAIGN