

Kmart integrates for sales success



With the help of the Nine Network, Kmart recently unleashed a successful integrated campaign to reposition its brand and help boost sales at its stores.

Background

Standing out from the crowd in the retail sector can be difficult; especially during the peak shopping season leading up to Christmas. Retailers also know that by regularly offering items 'on sale' consumers have, in effect, been trained to delay purchases knowing that product discounts are likely to be just around the corner.

Kmart moved to address the issue with a brand repositioning campaign, titled "Kmart, where good times start".

Objectives & Challenges

Kmart's objective was to enhance the value in the Kmart brand with its key target audience of families, reinforcing the idea that Kmart offers a good value shopping experience every week, not just at sale time.

In the run-up to Christmas, retailer activity increases dramatically, so Kmart's new branding campaign needed to be able to stand out in the clutter and clearly identify its key message. Additionally, the activity needed to be flighted to the back-end of the week, when store traffic is at its highest.

The Solution

As part of the campaign, Kmart successfully partnered with the Nine Network and ninemsn to inject some family-friendly fun into its new branding campaign via a movie trivia quiz.

CASE STUDY: KMART

The Solution (continued)

The solution that was developed centred on Nine's Friday Night Movies, which were re-branded 'Good Times' Movies for the period of the campaign. The concept linked both the message and the target audience with the Friday 'Good Times' movie; a fitting media environment to reach the family unit.

Launched in the last week of October 2007 and continuing into December, the 'Good Times' campaign ran for six weeks and offered consumers the chance to win one of five \$1,000 Kmart Gift Cards every week by texting or phoning the correct answer to a movie trivia question featured during Nine's Friday night movie.

A TVC was developed to introduce the competition and the Friday night movie itself. Featuring well known Aussie personality and Nine talent Giaan Rooney, the commercials were produced by the network's commercial production house, 9MM.

The concept was leveraged through Kmart's in-house communication tools such as catalogues and in-store radio. With massive distribution nationally, the Kmart catalogue featured competition banners directing consumers to watch Nine's 'Good Times' movies for a trivia question. Daily in-store radio announcements were used in conjunction with a direct mail component to Kmart's robust email subscriber database.

On-air, Kmart was integrated into Nine's promotion of the Friday night movies. These ran primarily in the back half of the week, giving Kmart an extended presence across key shopping days each week.

The campaign was also run across WIN and NBN in regional markets making it a truly national sponsorship.

Nine worked closely with Kmart to extend the campaign online via ninemsn with banners communicating the message, "Kmart, where good times start", clicking through to Kmart's website. This was Kmart's first trial of extending their campaign online and led to 1.6 million impressions over a six week flight.

The Role of Free TV

Television was a central component of the campaign because of the need to get the 'opportunity' message to as many potential customers, as quickly as possible.

Results

Kmart media manager Jenny La Brooy says the whole campaign paid dividends. "The strength of Nine's Friday night movies combined with our own portfolio of cross-media communication tools and ninemsn, produced a comprehensive multi-media campaign that drove consumer interest, viewer engagement and, the ultimate end result, sales."