



Case Study: Super Kmart

Situation: Sales were lagging in eight key markets for these Supercenters with focus on brand and food.

Need: Traffic and sales building promotion for the third and fourth quarters that was directly trackable.

Execution: Major college football promotion where hand-fans were given away at the first home game with free item bounce-back coupon attached to trial at Super Kmart. Branding sponsorship with in-stadium / media was also purchased with each school.

Results: Stores in the participating markets ran positive comp sales as high as 12% during home game weeks. Customer count increased by as much as 1,000+ customers per store per home game event.



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