

CASE STUDY

JUNK KING

THE PLAN INCLUDED



OBJECTIVE

To grab the attention of local and national media in a colorful, creative and unconventional way to build powerful awareness for the Junk King brand.

APPROACH

All Points PR developed an integrated public relations campaign designed around the idea of inviting the brokenhearted to drop off items at the Junk King “Dump Truck” – clothes and more that their ex-boyfriend or girlfriend left behind. Perfectly timed with Valentine’s Day, when the nation’s consciousness is dialed into romantic relationships, this campaign included aggressive media pitching, Junk King truck redesigns with “Dump Truck”- themed banners and imaginative social media.

RESULT

Through All Points PR’s strategic media outreach efforts, the agency earned Junk King an electrifying response from the media, garnering exposure with multiple television stations and notable online outlets. The results included 19 million unique monthly online visitors to the news sites covering the stories and more than 1.3 million television viewers.

Beyond public relations support, All Points PR also designed digital graphics and social media posts to generate additional awareness for the campaign online. By incorporating traditional social media engagement and highly targeted social media ads with a modest advertising spend, our efforts reached 29,204 users and received a total of 491 reactions, clicks and shares.

All Points continues to exceed our expectations. We were thrilled with the “Dump Truck” results and what the agency has done to cement our reputation in an extremely positive way.

*Kerry Andreacchi,
Marketing Coordinator, Junk King*

THE POINT

By thinking in new, creative, and somewhat humorous ways while also tapping into the integrated nature of the agency’s work, All Points PR captured the attention of millions and brought awareness to Junk King as the premier junk removal service.



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