

CASE STUDY

OBJECTIVE

To drive customer loyalty through an integrated campaign that invited fans to express their gratitude for essential workers, thus creating positive messaging around the brand during the COVID-19 pandemic

APPROACH





CONSUMER
CONTENT MARKETING

CONSUMER SOCIAL MEDIA

RESULTS



60+
SUBMISSIONS

14,000+ ORGANIC REACH



450+
SOCIAL MEDIA ENGAGEMENTS

21.94% FMAIL OPEN RATE

"The Month of Appreciation for Essential Workers campaign was a huge hit. It was a great way to uplift those who have been keeping our communities safe as well as bring some positivity to a difficult few months. The engagement we saw from this campaign was some of the strongest we've seen to date."

Crissy Russo, Junk King Senior Director of Marketing

THE POINT



REENGAGED
JUNK KING'S
CUSTOMER BASE



INCREASED BRAND AWARENESS



STRENGTHENED COMMUNITY CONNECTIONS



CREATED AN UPLIFTING BRAND MESSAGE

