

## 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

“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*

## APPROACH

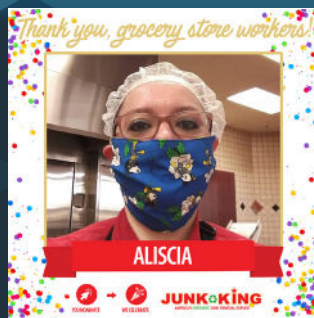


CONSUMER  
CONTENT MARKETING



CONSUMER  
SOCIAL MEDIA

## RESULTS



**60+**

SUBMISSIONS

**450+**

SOCIAL MEDIA ENGAGEMENTS

**14,000+**

ORGANIC REACH

**21.94%**

EMAIL OPEN RATE

## THE POINT



REENGAGED  
JUNK KING'S  
CUSTOMER BASE



INCREASED  
BRAND  
AWARENESS



STRENGTHENED  
COMMUNITY  
CONNECTIONS



CREATED AN  
UPLIFTING BRAND  
MESSAGE