



JUNK KING
AMERICA'S GREATEST JUNK REMOVAL SERVICE

CASE STUDY



**INCREASED
AWARENESS OF
THE BRAND**



**STRENGTHENED
JUNK KING'S
CONNECTION TO
LOCAL COMMUNITIES**



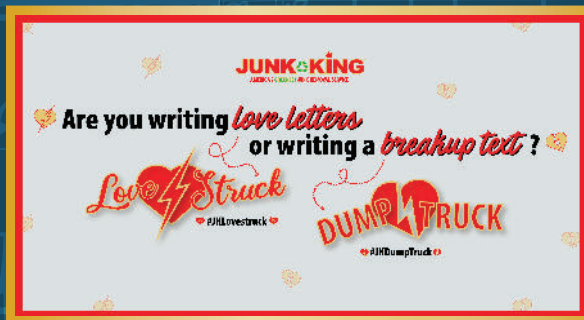
**BROKE
THROUGH TYPICAL
VALENTINE'S DAY
MESSAGING**



**REMOVED STIGMA
AROUND JUNK
REMOVAL**

OUR APPROACH

All Points PR refreshed its annual Valentine's Day campaign by introducing new, creative partnership marketing. Leveraging American Heart Month and Junk King's existing relationship with the American Heart Association, for every item dumped from an ex at a Junk King truck, \$1 was donated to the American Heart Association. And, for every couple who shared a photo of themselves with the hashtag #JKLovestruck, \$1 was also donated to the American Heart Association. A dedicated social media calendar, partnership letters, customer emails, flyers, truck banners and landing pages were created.



333M+
ONLINE
READERSHIP

350K+
TV VIEWERS

25+
MEDIA
PLACEMENTS

143K+
SOCIAL MEDIA
USERS REACHED

3.4K+
TOTAL REACTIONS,
CLICKS & SHARES

1,800
EX'S ITEMS
WERE DUMPED

"The Dump Truck and Lovestruck campaign continues to provide compelling media results and social media engagement for Junk King. It has allowed us to differentiate ourselves amongst others in the industry while helping our franchisees strengthen their presence in each of their local communities"

CRISSY RUSSO

VP of Marketing for Junk King