

Kmart Protege

Problem

How do you build momentum from a product launch through the back to school season?

Solution

Use out of home to resonate with the target consumer.

Background

Since its inception in 1961, the Kmart brand has long been associated with consumer concepts such as value and affordability. Kmart's foray into the athletic shoe market centered on the idea that there was a pre-existing, untapped market for a reasonably priced, yet high-quality and stylish basketball shoe. Partnering with a much desired shoe designer and a well-known basketball personality, Kmart created Protégé – a line of mid-priced, quality basketball shoes with a distinctly urban personality.

The shoe was launched in February 2009 and sold exclusively in Kmart.



Objective

The campaign objective was to create a highly visible, energetic, street-credible multi-media campaign showcasing how affordability, quality and style intersect with Protégé basketball shoes. Kmart needed to build off of the momentum of the launch campaign during the back to school season.

Three main objectives were identified for out of home:

- Build on momentum of Protégé launch and continue to create a desire to own Protégé among urban male teens
- Build credibility of Protégé as a court-ready, high construction, quality basketball shoe, with edgy, confident, styling
- Create an interactive connection between Protégé and urban teens

Strategy

The plan was designed to align with authoritative sports and music environments, as well as placements that convey a “cool factor.” Kmart positioned messages to achieve both high reach (to increase brand awareness) and high composition of male teens, while building the culture of the brand by infiltrating relevant environments and imbedding Protégé within content.

Kmart used local media to help support ongoing Rucker Park Summer Streetball Tournaments in New York City. A wallscape and graffiti mural were positioned in proximity to the tournament locations; subway media and urban panels provided coverage throughout the city.

- Tailgateville – targeted ballparks and football stadiums
- Other blank-ville – targeted to location or market specific places e.g. Rockerville (Rock & Roll Hall of Fame), Adiosville (California travelers heading to Mexico) Bleacherville (outside of Wrigley Field), Badgerville (University of Wisconsin), etc.

All campaign elements maintained the locality and culture of each market.

Plan Details

Markets: 39 markets nationwide

Flight Dates: Spring 2009 – Summer 2010

Out of Home Formats Used: Bulletins, online video contest in Summer 2010

Results

Brand awareness from Spring 2009 pre-read to Fall post-read:

- Unaided awareness increased 50%.
- Familiarity increased 53%.
- Favorability increased 47%.



Awareness of Johnsonville communications efforts:

- 18% increase from pre-launch to end of key seasonality, vs. key competitor's increases of only 4%.
- 50% growth for out of home effort, triple the growth of competitors.