

## Seattle Goodwill Industries

### Problem

How does a thrift shop entice consumers to visit its locations to see the unique items available?

### Solution

By using DOOH to showcase the many items that could potentially be gone tomorrow.

### Background

Seattle Goodwill needed to drive more traffic to its retail locations in light of poor sales performance. While the company's overall sales were higher than the previous year, it was not enough to offset yearly investments. The Goodwill operations team turned to OOH marketing to generate a solution.

### Objective

The client wanted to launch an advertising campaign that would drive measurable retail traffic and increase overall sales from the previous year. The campaign would cover the entire Seattle Goodwill market, while using additional hyper-local media to increase performance at two specific stores, Capitol Hill and South Everett. The creative would incorporate messaging that conveyed urgency to potential customers: "You can find unique, high-quality items every single day at Goodwill, but an item could be gone tomorrow."

### Strategy

This campaign utilized a two-tiered strategy: market broad media to increase company-wide store traffic and hyper-local media to boost specific locations. For the hyper-local portion of the campaign, the company used bulletins, posters and premier panels. OOH served as the company's highest-impact media option by displaying advertising in such close proximity to the Capitol Hill and South Everett locations. The marketing team created separate Twitter accounts for those two specific stores that alerted customers of the latest merchandise coming in. Employee ambassadors were assigned at each store to manage the social executions. They would post the items to Hootsuite with the date, time stamp, and a simple description using the hashtag #AtGoodwillNow. The social media manager would then approve posts through Hootsuite for each Twitter account. The client also used paid support behind each post to ensure that tweets reached the target audience and helped grow its follower base. Facebook ads were posted twice a week with photographs of the most recent merchandise. Digital OOH creative was updated in real-time to show the products that were coming and going from specific Goodwill stores. The company was able to pull the images from each location's Twitter feed that store employees controlled and updated daily. The online habits of users were studied to develop the target audience, which was broken down into four segments: family-focused shoppers, adult shoppers, occasional shoppers, and senior shoppers. Ads were targeted based on geography, audience demographics, and behavioral marketing research. The company used predictive targeting to analyze over 2,500 data points and consumer actions, creating a look-a-like audience based on third party data. Mobile geofencing was used within three miles of each Goodwill store. These hyper-local ads drove traffic to the previously mentioned Twitter accounts, growing the company's online presence. It used similar tactics for the market-wide approach, but drove users



to the “Find a Store” page on the website instead of social media channels. All four audience segments had a high affinity and usage of the internet radio Pandora. Users on this platform were exposed to advertisements in both a visual and audio capacity.

## Plan Details

Markets: Seattle-Tacoma designated metropolitan area

Flight Dates: March 27, 2017 - June 30, 2017

OOH Formats Used: Bulletins, posters, premier panels

Additional Formats Used: Pandora, programmatic digital, social media

Target Audiences: Adults age 25-64

Budget: \$200,000

## Results

- Capitol Hill Store Results - Year Over Year (YOY) Change in Traffic: 21,217 (24.5 percent); YOY Change in Sales: \$26,487.98 (3.3 percent)
- South Everett Store Results - YOY Change in Traffic: 21,786 (15.5 percent); YOY Change in Sales: \$1,620.68 (0.2% percent)
- Twitter Results Capitol Hill - Impressions: 308,856; CPM: \$10.00; Spend: \$3,089.41; Tweet engagements: 41,395; Engagement rate: 13.4 percent; Cost per engagement: \$0.07
- Twitter Results South Everett - Impressions: 206,894; CPM: \$14.81; Spend: \$3,063.25; Tweet engagements: 22,618; Engagement rate: 10.9 percent; Cost per engagement: \$0.14. Twitter Results Total - Impressions: 515,750;
- CPM: \$11.93; Spend: \$6,152.66; Tweet engagements: 64,013; Engagement rate: 12.4 percent; Cost per engagement: \$0.10
- Facebook Results Market-Wide - Optimized For: Clicks; Spend: \$18,913.98; Impressions: 1,917,999; Shares: 48; Reactions: 825; Page Likes: 546; Link Clicks: 17,429; Comments: 84; CPM: \$9.86; CPC: \$1.09; CTR: 0.91 percent
- Facebook Results Hyper-Local - Impressions; Spend: \$6,610.42; Impressions: 1,885,586; Shares: 15; Reactions: 166; Page Likes: 336; Link Clicks: 283; Comments: 8; CPM: \$3.51; CPC: \$23.36; CTR: 0.015 percent
- Facebook Results Total - Spend: \$25,524.40; Impressions: 3,803,585; Shares: 63; Reactions: 991; Page Likes: 882; Link Clicks: 17,712; Comments: 92; CPM: \$6.71; CPC: \$1.44; CTR: 0.46 percent

## Testimonials

“It brought a lot of interest and foot traffic into my store. We’ve had people come in to the store asking for items we have posted, phone calls asking if an item they saw on Twitter is still in the store.” - Joshua Cano, Capitol Hill Assistant Manager

“We have gotten positive feedback from customers looking for something that was specifically posted. We’ve also had calls asking if we still had an item in our store. It has brought a sense of ownership to those on the social media team. Everyone on it loves doing it.” - Raven Farr, South Everett Assistant Manager

## Additional Information

Negotiated savings: \$24,275

Added value: \$22,401

Override days: 183

## Audience Metrics

Target Audience TRPs: 108

Target Audience Reach: 15 percent

Target Audience Frequency: 7.2

Additional Relevant Metrics: Impressions: 10,471,606; Negotiated Savings: \$24,275; Added Value: \$22,401; Override days: 183+

