

Radio
Works



Retail
Apparel



Drive
Traffic

Marketing Objective

One of America's most iconic clothing stores was intent on growing business in a competitive U.S. retail landscape. Their strategy was to drive traffic into their stores by promoting deals on key apparel items leading into the crucial back-to-school/fall season.



The Radio Solution

KOHL'S

In the week leading up to Labor Day 2012, the retailer used radio exclusively to promote their sale. The campaign aired in the top 10 U.S. markets and emphasized 40% off key items including their signature denim.

Results

The retailer's aggressive use of radio helped them drive in store traffic. In fact, compared to consumers not reached by the radio campaign, radio-targeted consumers were:

- + Nearly three times more likely to have shopped at the retailer for their Labor Day sale
- + 52% more likely to consider shopping there in the near future
- + 58% more likely to have positive feelings about the retailer
- + 46% more likely to recommend the retailer to friends and family



Methodology

Katz Marketing Solutions commissioned Ipsos MediaCT to conduct online interviews with 800 clothes shoppers (who reside in the same geographic footprint as the radio campaign) at the conclusion of the campaign. Data comparisons are based on shoppers exposed to the radio campaign vs. shoppers who were not.

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