



Kmart: Into the Wild Campaign

Kmart is an Australian chain of department stores owned by Wesfarmers, with 323 stores operated across Australia and New Zealand. The in-house creative team decided to give their Autumn/Winter apparel campaign a fresh new look. The team wanted to deliver a consistent message that Kmart apparel is stylish, trendy, and affordable for the whole family.

Objective:

The campaign was designed to drive sales for the autumn/winter apparel season and convey a consistent message that Kmart apparel is suitable for the whole family.

Method:

The team used natural and earthy tones in the catalogue and videos to convey a down-to-earth tone. They also blended men's and women's categories in the catalogue to show that Kmart has something for everyone. The team chose an outdoor, Australiana bush setting for the videos to help convey a natural and down-to-earth tone. They also used social media platforms to promote the campaign, with a focus on Facebook.

Results:

The catalogue and two online videos led to an uplift of 26% YoY for their sales. Kmart also saw an improvement in key metrics for those who had prior awareness of the catalogue and an overall 25% YoY increase for transactions and sales in apparel. Online sales were \$6.2 million, a 3.6% increase. The social media creative ads received an 'Above Average' quality ranking from Facebook, which is determined by the post-click experience and user feedback in addition to an Above Average conversion rate ranking measuring the expected conversion rate against other competing ads. ●



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