

Case Study:

Kmart: Wellness Campaign

Kmart is a leading Australian retailer, known for offering customers a wide range of everyday products at low prices. Kmart launched a Wellness campaign to inspire its customers.

Objective:

The main objective of the campaign was to encourage customers to take care of their health and well-being through curated products and to educate customers on how to improve their well-being with useful tips and ideas. Through this, Kmart aimed to build brand awareness and corporate identity. >>

The catalogue contributed to a sales growth of

35%
for Kmart

Kmart
Low prices / for life

\$12

happyhabits
for wellness

\$10

Shop your way In-store Online Click & Collect

Thursday 2nd September until Wednesday 22nd September 2021
View Terms & Conditions at www.kmart.com.au



Kmart: Wellness Campaign

02.
Make time to move, stretch and connect.

Support your practise
From buttery soft activewear to Yoga blocks and Pilates rings, we've got everything you need to flow in your home studio.

Lightweight fabric
Two side pockets

\$10
ea.

\$15

\$4.50
ea.

\$5.50

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\$49

\$10

\$20

- Breathable upper
- Ultra lightweight and cushioned outsole

- Up to 4 hours of playtime
- IPX4 water resistant
- Secure ear hook with 3 silicone earcup sizes

\$35

\$15
set.

03.
Mix up music to match your sweat sessions by creating custom playlists.

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The campaign led to a
369%
increase in online sales from the prior year

Method:
The team curated products that had aesthetic value, sustainable elements and inspirational themes for customers that related to Mind, Body and Soul. Some examples include content showing customers how to create a Zen room, do some yoga, or treat themselves to a day spa at home. The main distribution channel for the campaign was online digital channels, targeting both metro and country/ regional areas. The campaign targeted a mixed gender and age group, with the main objective being brand awareness, corporate identity, and aspirational.

Results:
The Kmart Wellness Campaign 2021 saw a significant sales growth of 35% (\$1.7M) through catalogues as well as an online sales growth of 369% YoY (\$9.9M). It resulted in positive feedback from customers who appreciated its realistic, refreshing and relevant approach to self-care as well as its emphasis on diversity of culture and ages. ●

