



Kmart: Baby Organic Campaign

As a growing number of consumers grow conscious of the impact their purchasing decisions have on the environment, leading Australian retailer **Kmart** launched a campaign to generate awareness around its organic cotton range.

Objective:

The campaign aimed to educate customers on the benefits of organic cotton and to demonstrate that Kmart offers an affordable, on-trend organic cotton baby range. It also intended to grow category sales over the campaign period across babywear and nursery categories and shift the perception of trend and quality associated with its organic cotton range.

Method:

The campaign was executed primarily through online social media channels, specifically Instagram and Facebook. Paid and organic social, Kmail (eDM) and landing pages for online customer experience were used to reach a wide audience.

Results:

The campaign had a large reach, of over 1.7 million people at a CPM of \$3.55. It also led to increased category sales over the campaign period in babywear and nursery categories. It also succeeded in shifting the perception of trendiness and quality of Kmart's organic cotton range. ●

The campaign reached more than **1.7 million** people at a **CPM of \$3.55**

Babies are going
goo goo gaga
over organic cotton

\$19^{set}

piece set \$19.

babies in kindness with organic cotton that's grown in a way that's kinder to mother nature.