

Kmart: Halloween

Kmart is an Australian chain of department stores owned by Wesfarmers, with 323 stores operated across Australia and New Zealand. Kmart is established as a go-to destination for Halloween shopping and items, with 55% of the total market shopping at Kmart ahead of its close competitor, Big W, at 54%. The in-house creative team launched the digital campaign 'Halloweekend', to tap into the growing market of consumers participating in Halloween, with almost one in two 18–34-year old's celebrating each year.

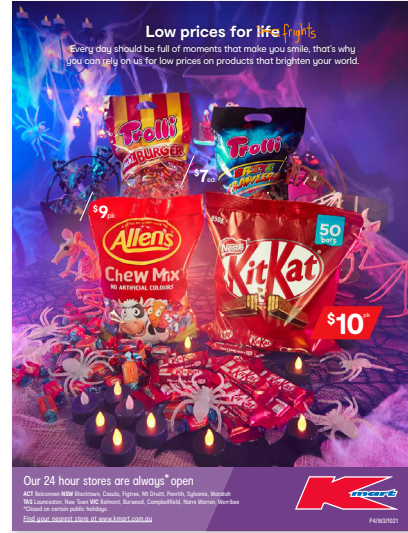
Objective:

The Halloweekend campaign's objective was to drive sales and tap into the market by overcoming perceptions of Halloween not being an Australian tradition, and being reserved solely for children. Kmart aimed to create a campaign that encouraged all Australians to bring out their 'inner kid', and remove these barriers. They also aimed to grow their sales by 13.7%, from \$392m to \$446m, with goals of becoming a strong competitor in the Halloween market. >>

Sales growth of
1.32 million
achieved



Kmart: Halloweekend



Print feeding to digital, with **4% increase** in web-traffic



Method:

The campaign largely focused on Gen Z and Millennial audiences, using in-store displays, catalogues, and Instagram and Pinterest as an integral part of their communications plan. They set out to distribute their key message of 'Get ready for Halloweekend, low prices for frights', by widening their target audience, driving low price leadership, encouraging and extending Halloween to be a week-long event incorporating

weekend celebrations and positioning Kmart as the 'ultimate destination' for an affordable Halloween. Engaging with younger audiences, Kmart also created a Snapchat filter for the Halloween campaign and launched their first Halloween shop front windows, bridging the gap between digital and in-store.

Results:

The Halloweekend campaign was a success, and in spite of COVID

restrictions and supply chain issues, Kmart fell just slightly below their ambitious sales target, earning a sales growth of \$13.2 million instead of the planned \$14 million. However, Kmart maintained its position as the #1 retailer for the Halloween holiday, and the Snapchat filter exceeded expectations in terms of awareness and conversion. The campaign also led to an increase in website traffic, with its Halloween page receiving 4% more traffic than its average traffic. ●

