Retail Brand Awareness Campaign Case Study

Overview

This case study explores the strategy and results of a brand awareness campaign developed for a leading retail brand, aiming to increase brand recognition and engage new audiences.

Client

TopTrend Retail

Industry

Retail & Consumer Goods

Objective

Boost unaided brand recall and drive in-store foot traffic.

Campaign Duration

Q2 2023 (April - June 2023)

Challenges

- Highly competitive retail market landscape
- Low brand recall in key target demographics
- Limited organic digital presence

Strategy

- Launched targeted social media ads across Instagram, TikTok, and Facebook
- Collaborated with local influencers for in-store promotions
- Deployed in-store interactive displays and QR code engagements
- Implemented customer referral rewards to encourage word-of-mouth

Execution

- Developed unified visual assets and campaign hashtags
- Scheduled weekly content releases and influencer takeovers
- Measured response through surveys and digital analytics

Results

- Brand awareness increased by 35% in target audience surveys
- Social followers grew by over 20,000 in three months
- In-store foot traffic up 18% during campaign period
- Earned media mentions doubled compared to the previous quarter

Key Takeaways

- Multi-channel approaches maximize reach and engagement
- Personalized, local influencer partnerships drive authentic interactions
- Consistent branding across touchpoints is critical for recall

Contact

For more information about this project, please contact our marketing team.