

Case Study

Kmart Share the Word Black History Month Program

Client: Sears Holding Corporation

Brands: Kmart

Markets: Chicago, Los Angeles, Miami, and Philadelphia.



Event Planning, Management, Advertising, Creative & Promotion (Diversity) - Kmart

Challenge

Kmart wanted to be positioned as the retailer that supports the African-American community. They also desired media buzz around the project.

Solution

With the support of Kmart, Richmond Group created a Black History Program for the entire month of February with themes of Education & Motivation, Health & Fitness, Fashion & Beauty, and Entertainment. There were a series of weekly (Saturday) in-store events in four markets with vendor partners and African American celebrities, signage in over 200 stores highlighting African-American inventors and local print/radio ads.

Results

Same store sales showed an impact in Chicago, Los Angeles, Miami, and Philadelphia. Media hits were abundant and included an "Honorable Mention" in Black History Month's ranking of Fortune 500 programs.

