

Grand Opening CASE STUDY



The Vitamin Shoppe - 11 Locations - October 2012

Project Manager - Rob Pequeño - **Overall Impressions: 900,000 estimated impressions per grand opening launch & exceeded sales goal by 140%**

PROGRAM:

“Something For Every Body” events

GOAL:

1. **Brand Awareness** – create a fun and entertaining influence on buying behavior
2. **Community Involvement** – a connection to the community that will transform consumers into raving fans on and off line
3. **Web 2.0** – extending the grand opening experience through social networks, blogs, video, picture sharing and more.

RESULTS (per event):

- 50,000 shared mail distributed
- 2,500 direct mail distributed
- 2,500 jumbo and standard door hangers distributed
- 5,000 + flyers distributed in commercial, residential, and retail locations
- Over 615,000 gross radio impressions
- Over 300,000 pre- and post-digital and social media impressions
- Over 5,000 unique visitors to event micro-site
- 200+ attendance to grand opening
- Over 3,000 face-to-face impressions

