



Case Study

LOWE'S BUILD AND GROW CLINICS Integrated back-to-school marketing campaign drives brand awareness, goodwill among parents, and additional purchases

THE CHALLENGE

Lowe's wanted to increase attendance at their Build and Grow clinics for kids, to boost kid's confidence and help shape the next generation of Lowe's customers, while at the same time driving more parents into their stores where they would be likely to make a purchase.

THE SOLUTION

School Family Media's integrated Back2School program provided Lowe's with a way to carefully target and engage moms of kids 6-11, who are the perfect age for the Build and Grow Clinics. As moms prepared for back to school and planned their family's schedules and activities for the year ahead, influential PTO and PTA leaders delivered Lowe's Build and Grow brand message and giveaway directly into moms' hands at social and contextual back-to-school events across the country.



How Lowe's connected with just the right moms:

Jump In! Magazine

Lowe's multi-year campaign in *Jump In!* magazine for parents included single page brand messaging, which increased to a two page spread after the first year. The message to moms and dads featured a child and their parent, along with a Lowe's employee, enjoying building a project together at a Build and Grow Clinic. Lowe's has also used *Jump In!* to promote the fact that its Build and Grow Kits are also available for parents to purchase online. 1.5 million copies of *Jump In!* magazine were handed from PTO and PTA leaders to involved parents who matched Lowe's target demo.



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“The parents are always thrilled to walk away with freebies, information, coupons!! The reactions we got from our parents was very positive and appreciative. We received several “thank-you’s” as we handed out the gift packs and booklets to the parents. The Lowe’s magnet with the children’s workshop schedule was quite popular (almost as much as the fruit snacks). I heard several parents say they liked the creative opportunity to spend time with their children”

Shannon Finley
 Arts in Education Committee -
 Division Chair
 Hightower Trail Elementary
 Conyers, GA

Custom Magnet Giveaway

Lowe’s created a Build and Grow magnet with the dates of their upcoming free clinics and included it in all 500,000 Back2School parent gift packs that PTO and PTA leaders handed to attending moms at back-to-school events. The magnet included dates and times along with a website, which allowed parents to find out more information about the upcoming clinics and register to attend them with their child.



Digital Campaign on SchoolFamily.com

Lowe’s further connected with moms through a robust digital banner campaign on SchoolFamily.com via ROS banners and a custom sponsor webpage. The digital campaign allowed Lowe’s to connect with busy moms while they were online searching for ways to help their children have a great school year.

THE RESULTS

Lowe’s has seen such steady growth in their Build and Grow Clinics since its four years of participating in the Back2School program with School Family Media that they have not promoted it through other channels beyond their own in-store signage and website.

The steady increase in Build and Grow Clinic participation has also resulted in sales growth. Lowe’s learned that, even though the clinics are free, the parents in attendance at these clinics typically purchase something on their way out of the store. And Lowe’s also found that the Build and Grow parents are a highly-valuable customer, since they make purchases that are higher on average than the purchases of a typical Lowe’s consumer shopper.

Other results from the Back2School programs post-event survey:

- **84% recall of Lowe’s front cover advertisement versus an industry average of 58% (Index: 145)***
- **73% of respondents will or have taken action after seeing the advertisement versus 53% industry average (Index: 138)***
- **28% visited the website mentioned in the advertisement versus an industry average of 10% (Index: 280)***
- **63% intent to participate in an upcoming clinic**

*Industry average based on Affinity’s Vista Print Effectiveness Rating Service2011

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