

Nationwide Campaigns CASE STUDY

MACY'S GREAT SHOE PARTY - 2018, 2019

Procurement | Kitting | Staffing | Project Management | Partnerships

START:

Macy's launched 'The Great Shoe Party' in 153 US locations, including Guam, Hawaii and Puerto Rico.

GOAL:

- To streamline 153 events with various elements allowing for a uniformed and common theme
- To give away 7 mystery shoes per location
- To drive 50 app downloads in a two hour time frame

FINISH LINE:

Procurement: The Experiential Network procured, kitted and shipped matching elements for all stores to provide a consistent look across the nation.

Staffing: Local Princes were sourced, interviewed, and trained in the weeks leading up to the event.

Project Management: Our team of project managers handled logistics, training and managing of each regional group of princes.



RESULTS:

- 153 simultaneous store activations
- 5,764 downloads via QR code
- 5,764 \$10 gift cards given away
- Over 1,000 pairs of shoes given away
- Over 1,300 photos along with incredible in-store feedback for key-learnings