

Wannemaker's Home and Garden: Growing into a New Customer Base with 2060 Digital

A HUBBARD CHICAGO CASE STUDY

Leveraging Creative Display and PPC Advertising to Reach Young, Female Chicago Homeowners

SNAPSHOT

Wannemaker's one-location home and garden business has served Chicago's southwest suburbs for more than 50 years, and they were ready to grow their customer base and brand awareness. By expanding on a partnership with Hubbard Chicago's 2060 Digital, Wannemaker's reached an audience of young homeowners through creative PPC and display ads to drive an 8% increase in website traffic.



GOALS

Wannemaker's needed to expand their digital marketing efforts in order to continue to grow and reach a younger customer base. Building on a two-year partnership, the 2060 Digital team conducted a fresh needs analysis and identified the following specific digital marketing goals:

- Differentiate the Wannemaker's brand from big-box home and garden stores and improve awareness in the surrounding community.
- Drive significant website traffic.
- Reach a younger audience, especially female homeowners, and drive them to specialty areas of the store.



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THE MARKETING SOLUTION

Based on these goals, we developed a digital strategy targeting women 25-49 throughout Chicagoland, primarily female homeowners, 25-34. The campaign leveraged both display ads and PPC.

At the heart of the campaign was light-hearted, inspirational creative that featured a play on the Wannemaker's name while capturing homeowner aspirations. An end-of-season patio furniture sale featured the headline, "WanneSaveFor Next Summer?" and ads for seasonal plants asked, "WanneFallIn Love?"

RESULTS

Web traffic increased 8% over seven months, and Wannemaker's observed more foot traffic to specialty areas of the store throughout the digital campaign.

"2060 Digital is proactive and responsive, and demonstrates clear understanding to achieve our goals and objectives."

- Senior Strategic Planner, MACLYN (Agency for Wannemaker's Home and Garden)

INFORMATION:

Industry: Home and Garden

Market: Chicago metro area

Company: Wannemaker's Home and Garden

Campaign Dates: April - October 2017

Target Audience: Women 25-49, especially homeowners 25-34

Solutions Utilized: Display and PPC via 2060 Digital



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