

**MEREDITH ST. LOUIS STUDY:**

# Homegrown in St. Louis: Meredith Helps Spectrum Brands Spread Awareness in their Hometown

**THE PROBLEM:**

Spectrum Brands, a St. Louis based manufacturer of pesticides, insect repellents, and related products, was facing two problems. One was that few people in St. Louis realized that they were a local company, so the business was missing out on the extra sales this would bring from buyers in the area who were looking to support local businesses. The other was that Charter Cable had recently changed its name to Spectrum, which created confusion around the brand itself.

Overall, Spectrum Brands found that there was not enough awareness of its company and products, and that few knew that they were local. In an attempt to increase the awareness around their brand, they had been looking at marketing through local events and grassroots campaigns. They wanted to associate their parent brand with their product brands like Spectracide, Hot Shot, and Cutter in people's minds, therefore increasing market share and getting people to think of its products off the tops of their heads.

Meanwhile, they wanted to let people know that they had been a part of St. Louis for over 50 years. Their headquarters, manufacturing plants, and

distribution center are all here. Yet, hardly anyone was aware of this, partly because Spectrum Brands had always concentrated on national campaigns instead of local ones.

Lacey Ebert, the director of marketing for Spectrum Brands, noted, "We had clearly defined our goals and objectives, so we needed to find the solutions to help us achieve them."



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**THE PROCESS:**

Spectrum Brands approached Meredith St. Louis and its local media company, KMOV. After several discussions about their marketing needs, it was determined that the St. Louis Proud campaign was a perfect fit. There was also an opportunity for Spectrum Brands' CEO to address the market directly through "CEO messages", putting a face on the company and creating familiarity. Soon after addressing their branding campaign, they created a commercial campaign to include a KMOV schedule, Great Day St. Louis Live, and digital. The components of the campaign addressed their need to brand their name, their local image, and increase sales for various Spectrum Brands products.

Since Great Day St. Louis is a live event, Spectrum Brands needed to ensure that all of their messaging would be engaging and brand-compliant. Each live segment or social media post was strategically designed and Meredith St. Louis worked closely with Spectrum Brands to ensure optimum results.

Spectrum Brands was especially won over by the St. Louis Proud idea, and loved the concept of being branded as a St. Louis company. Even so, it had to be sure to keep selling product in order to continue funding the ad campaign. Therefore, Meredith made sure to provide advertising opportunities that sell products while still communicating that the brand is local. The KMOV website, Great Day St. Louis, and television commercials all put emphasis into increasing sales.

"Our sales representative from the Meredith St. Louis team listens to our needs and brings solutions to solve the challenges we present. My favorite part about the relationship is how easy Meredith St. Louis is to work with, they are wonderful," said Ms. Ebert. "The STL Proud message really connected with us and our St. Louis history."



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**THE RESULTS:**

Spectrum Brands was pleased both with the results the campaign generated and with the feeling they got from seeing their segments on the air and over the internet. Their employees had commented on seeing the St. Louis Proud campaign and Great Day St. Louis segments, and this was another big plus.

The company had produced commercials before, so it was already convinced of the power of broadcast media. However, they were impressed by their increased market share and how they were treated by the Meredith St. Louis team. A six-month market share report confirmed their positive results.

According to this six-month market share report, their overall product category grew in St. Louis, while Spectrum Brands grew by double digits. Overall, they gained share compared to their prior metrics. At a local grocer, they gained double digit share points, which was a sizeable increase in sales.

Ms. Ebert of Spectrum Brands concluded, "KMOV partnered with us to develop a program that would help us grow our overall awareness and share, and we are delighted with the success."

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