



## CASE STUDY: 2009 KMART WISHING TREE APPEAL (QUEENSLAND)



### THE CLIENT

- ✦ Kmart is one of Australia's largest retailers, with 182 stores throughout Australia and New Zealand, employing thousands of people. Started by Kmart in 1987, the Kmart Wishing Tree Appeal is Australia's largest Christmas gift appeal and since its inception has collected more than 4.5 million gifts for Australian families in need.

### THE CHALLENGES

- ✦ As one of Australia's largest and most powerful retail chains, there is a possibility that the Kmart Wishing Tree Appeal is wrongly viewed as a commercial endeavour rather than as one of the country's most vital gift-giving drives during the festive season.

### THE STRATEGY

- ✦ Publicity Queen's focus was to encourage the Queensland public into participating in the Kmart Wishing Tree Appeal and to support their fellow Australians by way of donating a Christmas gift through their local Kmart store, and in so doing reinforce Kmart's position as an ongoing supporter of Australian families and communities.

### OUR RESULTS

- ✦ In just six short weeks, Publicity Queen secured media coverage valued in excess of \$295,000. Based on the unprecedented success of the 2009 campaign, Publicity Queen was appointed to manage the 2010 appeal campaigns for both Queensland and Victoria.