

Zumiez

Case Study in PROMOTION

Client Profile

Zumiez is an online and mall-based lifestyle retailer focused on offering apparel, shoes, accessories and gear to boys and girls in the 12-24 age range. With 343 stores in 31 states, Zumiez's focuses on the culture around extreme sports, including snowboarding, BMX, skateboarding, and surfing. Their stores feature the look a feel of a small specialty retailer, helping them to maintain their counter-culture status and appeal, while standing out from more traditional mall occupants. Zumiez is always sure to showcase popular brands, like 686, Burton, Dakine, DC, Element, Hurley, Nixon, and Volcom and Zoo York.

Client Challenges

Zumiez sponsors a summer "Couch Tour" concert series that attracts thousands of their target demographic. The immediate issue facing the marketing team was how to connect to this demographic at an unstructured concert and sporting event – and then extend the interaction beyond the daylong event. Zumiez recognized that their core target customer is of the generation that grew up using a cell phone, integrating the technology into the way they interact, communicate, and organize life.

With some moderate success with their past mobile campaigns, they turned to Cellit for a comprehensive mobile strategy that would build upon the summer Couch Tour events into a broad mobile marketing program.

Cellit's Solution

Cellit proposed a two stage Zumiez Mobile solution for their needs, first addressing the immediate opportunity with the Couch Tour. The Cellit strategy team designed a promotional campaign that would collect the cell phone numbers of attendees in return for the chance to win prizes and merchandise. Zumiez supported the campaign with significant calls to action on the event signage and from the artists and athletes on stage. Recognizing the importance of segmenting users for future targeting, Cellit leveraged the Cellit Studio platform to collect and retain basic demographic information about participants.

The second phase transitioned the focus into customer-relationship-management that allowed Zumiez to leverage their large Couch Tour database to drive store traffic and consumer engagement with the brand. Cellit recommended that Zumiez implement a rotating schedule of instant win games, contests and coupons/offers. To further bring the

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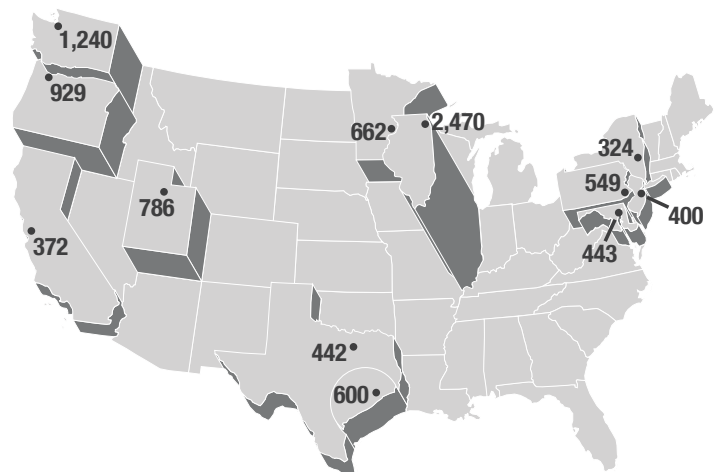
Quick Facts

- Over 30,000 participants
- Mobile giveaways and contests
- Advertised at live events, in-store and online

experience in-store, Zumiez added a proprietary iTouch application that allows customers to sign up for the mobile program at a special kiosk.

Results

With over 30,000 subscribers, and a 76% retention rate, Zumiez Mobile is one of the knockout success stories of 2009. Not only did Zumiez accomplish their initial goal of extending the Couch Tour experience beyond the single day event, they managed to create a vibrant and healthy mobile community of devoted Zumiez loyalists. Mobile helped create the connection between their live events and their retail locations/website. As a member of Zumiez Mobile, there is never a dull moment. Whether at the Couch Tour in Chicago, at a snowboarding event in Colorado, or just at your local Zumiez store, Zumiez Mobile is everywhere.



New Subscribers per Region During Couch Tour

