

AGENCY CASE STUDY

GOODWILL OF CENTRAL ARIZONA

Background

Goodwill of Central Arizona is the fastest growing non-profit retail operation in the country, operating highly profitable and competitive retail thrift store outlets. To support its aggressive business model for retail expansion, and to attract a more affluent donor and shopper, Goodwill enlisted McMurry to help change its low-end brand perception in the market and assist its retail stores to compete head-to-head with more traditional value retailers, such as TJ Maxx and Ross.

Success Achieved

Brand invigoration and messaging were soon set in place, giving life to the Let Your Goodwill Show branding campaign. This, in one simple thought, leveraged the meaning of Goodwill as both an entity and an act. As a result, brand perception and awareness took a 3 percent jump after two months; same-store sales increased over the prior year; and sales during the campaign tracked ahead of aggressive projections, resulting in record sales.

