Campaign Overview

Relocating (or embarking on a PCS — permanent change of station) is a known pain point for military families. Many are forced to discard and restock refrigerated and frozen foods, and pantry items are time-consuming to source. Not to mention expensive.

In July 2017, together with Whole Foods Market, Blue Star Families created a PCS Welcome Bag campaign. By telling the story in a way that was authentic to our military family audience, it went viral in the military community — even with zero marketing dollars supporting the campaign. Our social media impressions exceeded 267,000, with more than 14,000 people engaging in the conversation.

The Whole Foods Market coupons that were in the bags experienced a 41% redemption rate (8X higher than their average).
Campaign Reach

1 PCS SEASON CAMPAIGN

LED TO 267,000 SOCIAL MEDIA IMPRESSIONS

which translated into...

12,820 military-connected families receiving discounted coupons to Whole Foods Market to restock their pantry

PLUS 9,034 new Blue Star Families members

Together, we have helped thousands of military families stock their pantries and start fresh in their new homes!

Digital Campaign

Example of Social Media Post

Alexandria Military Spouses

Thanks for posting about the Whole Foods Military Relocation goodies bag! I went today and I can honestly say the only food in my house is from Whole Foods! :)

FACEBOOK REACH 130,910

FACEBOOK LIVE REACH 13,000

TWITTER REACH 14,415

NEW FACEBOOK FOLLOWERS 1,181
INCREASE IN WEB TRAFFIC
DURING WHOLE FOODS MARKET CAMPAIGN

326%

191,082
TOTAL REACH

Press

MilitaryOneClick
Army Wife 101
Jo, My Gosh!

Campaign Love

Susan Nieman shared Army Wife 101's post.
Jeanne Presgrave Ludwig - good news travels fast.


Jessica Nobles Thanks so much for doing this program for Military! We just moved and the groceries here are so much more expensive then where we moved from! This offer will be such a blessing!
Like · Reply · Message · 5 · July 7 at 3:83pm

Bridgitta Jamison Patterson So excited! Just spoke to my Fitbit buddy about going vegan & she does all her shopping at Whole Foods. Anyone else vegan or borderline vegan that shops here? Send me your "must have" list of products please and thank you!
Like · Reply · Message · 1 · July 7 at 7:11pm

Allison Fulcher Fantastic idea! Next time you try to restock on so many staple items, it is so expensive!
Like · Reply · Message · 3 · July 7 at 4:41pm

Jennifer Bridget Another reason to shop at whole foods
Like · Reply · Message · 1 · July 7 at 4:18pm

Kel Raffel This is sooooooo amazing and exciting!!!
Like · Reply · Message · 1 · July 7 at 5:12pm
K Mullen  July 9, 2017 at 7:19 AM
We just moved and it cost $230 just to restock which didn’t include cleaning solutions and paper products. Even though we receive allowances during a move, costs add up quickly within the first month of arriving at a new area. Add to that, price variances in regions and costs to re-establish your family after a PCS move can skyrocket. This story could use more traction and other business should adopt similar programs. Many thanks to Bluestar Families and Whole Foods for spearheading this greatly needed appreciation program!

Tabatha  July 7, 2017 at 1:00 PM
We just PCS’d to MacDill from Maxwell in AL. This is such an amazing program! We had to give away everything as it would not make it in our move. I’m really hoping to receive an email to pick up starter pantry kit. Thank you again for all that you do for Military families!

Jenah Wieczorek  July 7, 2017 at 8:45 AM
Super useful info for military families!
Reply

Stephanie Barrington  July 7, 2017 at 10:28 AM
This is amazing! We live in rural Montana and so there are no Whole Foods stores close by but when I can I will be supporting Whole Foods. As a former military wife and a current military mom I thank you!