

## Blue Star Families and Whole Foods

# PCS GRAB BAG

2017 Report

### 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.

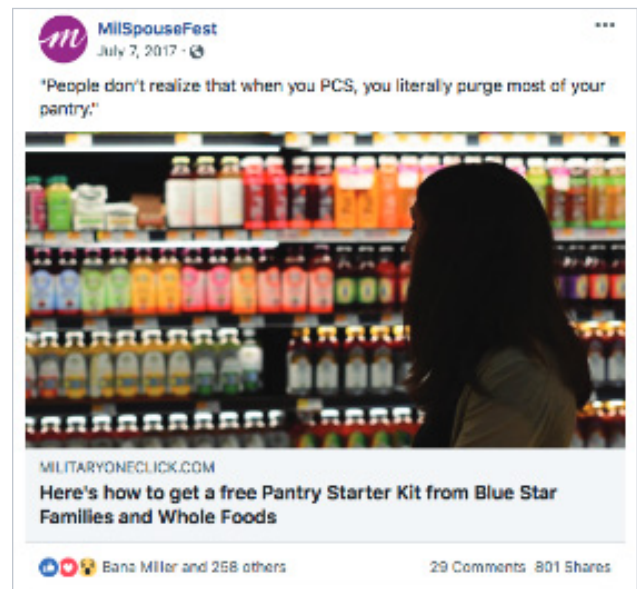
In July 2017, together with Whole Foods Market, Blue Star Families created a PCS Welcome Bag campaign.

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



**130,910**

FACEBOOK REACH

**13,000**

FACEBOOK LIVE REACH

**14,415**

TWITTER REACH

**1,181**

NEW FACEBOOK FOLLOWERS



**326%**  
**INCREASE IN WEB TRAFFIC  
 DURING WHOLE FOODS MARKET  
 CAMPAIGN**

**Press**

- MilitaryOneClick**
- Army Wife 101**
- Jo, My Gosh!**

**191,082**  
**TOTAL REACH**

**Campaign Love**

Susan Nieman shared Army Wife 101's post.  
 2 HRS · 🌐

Jeanne Presgrave Ludwig -good news travels fast.

**Army Wife 101**  
 2 HRS · ⚙️

Whole Foods is doing this for military families:  
<http://armywife101.com/2017/07/military-families-can-receive-pantry-starter-kits-whole-foods-blue-star-families.html>

**Military Families Can Receive Pantry Starter Kits From Whole Foods & Blue Star Familie...**

- 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 3:53pm
- Bridgette 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! That first grocery trip after a PCS, when you try to restock on so many staple items, 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 soooooo 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 sky rocket. 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!