

Remember Us •

We uncovered numerous competitive strengths of the jcpenny brand: most notably that it operates more stores, and that it offers more exclusive brands and services at better prices than any other department store.

We conducted a nationwide survey with over 1,200 responses and various qualitative methods such as mind mapping, cartooning, picture storytelling, and perception mapping to better understand jcpenny brand perception.

We named the target audience the “Transitioners” and segmented them into three groups: “Me’s,” “We’s” and “Us’s” based on their life-stage.

We produced a brand destination to take jcpenny from being outdated, misunderstood and a store the target visits solely for basics, to a place in which they can discover unique items to express their individuality.

We combined the brand and consumer truths and came up with the big idea: **“Discover more ways to express yourself.”**

We developed a creative strategy that builds on the “New look. New year. Who knew!” campaign and connects to the big idea with silhouettes of Transitioners expressing themselves. Silhouettes filled with, and defined by merchandise demonstrate the breadth and depth of jcpenny departments. Silhouettes not filled with merchandise serve as a brand identification tool and invite Transitioners to participate.

We strategically selected fifteen opportunity markets with the highest concentration of the target audience in the jcpenny-identified states of California, Florida and Texas.

We developed a “Connection Plan” that combines the benefits of paid, earned and owned media.

We developed a personal URL (PURL) to increase retention and share of wallet. PURL owners are able to create a customized jcpenny shopping site.

We developed an integrated, highly personalized cross-channel brand experience with changes to the jcpenny website and store experience that builds on the equity of the jcpenny brand.

We optimized the \$100 million budget to deliver \$1.2 billion in incremental revenue, or \$12 for every dollar spent on advertising, with a plan to measure the results.

We are confident that our campaign will pave the way for jcpenny to reach its 2014 goal.

We are ready to start!



Scott



Kelly



Randy



Stephanie



Mike