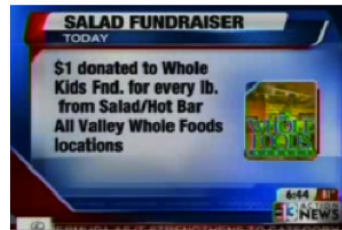
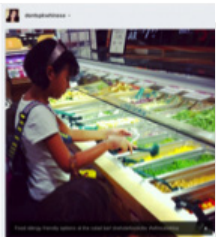


WHOLE FOODS MARKET 'EAT YOUR GREENS TO GIVE SOME GREEN'



SITUATION

'Eat Your Greens to Give Some Green' was a multi-tiered campaign created by GOLD PR consisting of PR, Social Media and community relations all working together toward the shared goal of creating major awareness to get people in stores and eating at the hot/cold bars to raise as much money as possible on Sept 12. For every pound of food sold from the salad & hot bars in Whole Foods Market Southern Pacific region stores, \$1 was donated to the Whole Kids Foundation to fund salad bar grants in schools.

SOLUTION

Package a campaign into an easily executable "kit" to share with all stores making it simple to promote at the store level.

Activate huge integrated effort through PR, Social Media and local promotion - including calendar placements, media pitching, blogger outreach & twitter campaign.

Local: Work with adopted schools to promote/create excitement for WFM's commitment to community.

Promotion: In-store signage, banners, social, partner & WFM e-blasts.

Develop PR & SM toolkit: logo, releases, media/blogger pitches, letter to schools, key messages & custom infographic to explain how promotion works and to increase shareability.

SUCCESS

- 19,326 lbs of salad sold | \$20,597 raised for the WKF
- 13.4 million consumer impressions | 1.4 million blog impressions | 4.8 million Twitter impressions
- Nearly 50 blog posts promoting Eat Your Greens; 'Let's Move Salad Bar to Schools' & WKF
- Twitter campaign: 1,674 tweets | 823 retweets
- 28 Media calendar listings | 9 TV segments (AZ, LV, CA & HI)
- Raised \$5k more than goal to help fulfill 6 grants for new salad bars in Southern Pacific region schools
- 10.14% sales growth on that day (9/9) YOY
- 9.43% sales growth comp to prior week
- 8.39% increase in # of customers on 9/9 YOY