

RADIO case study



The
Markets

Background:

Founded in 1969 and privately owned by the Loy family, The Markets is a small grocery chain operating under the Supermarket Operations company. With 7 retail supermarkets in Mississippi and Louisiana the strategy for their continued success is simple – respond quickly to customer’s requests and complaints, carry a variety of products and keep up with the times. Another key to the Loy’s success has been a commitment to the community. Since the company is locally-owned, money spent in the stores is put back into the local economy.

Situation:

National and Local economic strains were beginning to take their toll on The Markets and the communities they serve. That coupled with the fact that Super Centers were coming into these local communities with promises of lower prices and greater selection, put The Markets in a position to pro-actively invest in the brand and its customers loyalty.

The Markets turned to Radio to help bring the voice and personality of the stores to life. They partnered with the First Natchez Radio Group in Mississippi and embarked on its first radio campaign to reinforce The Markets commitment and brand among the local communities.

Concept:

The Markets and First Natchez Radio Group partnered with Rusty Jenkins, a loyal customer of The Markets, an attorney by trade and an improv actor by night. Rusty narrates highly comedic stories featuring a family of local “blue-collar” characters while weaving specific product, service and holiday promotions for The Markets within each spot.



The Markets - Fast Check Out



The Markets - Dog Gone



The Markets - Thanksgiving



The Markets - Roll Back

Results:

- Customer feedback on the advertising consistently positive
- Winner of the National Grocer Association Creative Choice Awards

*“Our ability to **survive** in a bad economy with the “**big bad wolf**” breathing down our neck is attributed to **Radio**.”*

Barry Loy, Supermarket Operations



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