



# Partnership Cross Promotion

Kroger, Coinstar, and Redbox partnered to create an exclusive promotion that drove awareness and trial of No Fee products, attracting new customers and differentiating Kroger in the market.

# Coinstar & Redbox Promotion

## Partnership Cross Promotion

### Program Overview

To drive awareness of No Fee products and boost Coinstar's presence at Kroger, we offered a free Redbox rental to customers who cashed in \$5+ at Coinstar for a No Fee product.

### Objectives

- Drive awareness and trial of No Fee products
- Strengthen Coinstar's presence in Kroger-owned assets
- Gain new customers for Kroger and Coinstar

### What We Did

Our multi-channel strategy included:

- Kroger support via website, email and in-store assets
- In-store promotions (POP displays, translight ads, vend screens)
- Digital outreach through email, social, and mobile marketing
- Redbox promo codes to incentivize participation
- 9MM+ impressions from Kroger-owned assets

# Results

The campaign exceeded expectations for Kroger, Coinstar, and Redbox, successfully **increasing volume** and attracting **new customers** without cannibalizing future returns.

1

## **\$251K in revenue generated**

Strong financial impact across all partners

2

## **Incremental Coinstar volume**

Successfully increased transactions at Kroger

3

## **9MM+ impression boost**

Expanded brand visibility in Kroger-owned assets



# Schedule a Discovery Session

**Let's do this!**

Explore how we can support your goals.

Reach Out Anytime:



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