



C+K CONSULTANTS
All-in-One Marketing Partners

Partnership Cross Promotion

Redbox and Walgreens partnered to boost holiday traffic and rentals with 2 million free movie codes, driving revenue, new customers, and in-store sales.

Redbox & Walgreens Thanksgiving Partnership Cross Promotion

Program Overview

Walgreens and Redbox gave away over 2 million free 1-day movie rentals to the first 250 paying customers at each Walgreens store on Thanksgiving Day.

Objectives

- **Walgreens:** increase Thanksgiving Day traffic and sales while driving repeat visits
- **Redbox:** drive customer acquisition and rental frequency

What We Did

Our multi-channel strategy included:

- Support from Walgreens and Redbox
- In-store promotions and national radio spot
- 2 million promo code giveaways
- Digital touchpoints across websites, email, social, and mobile
- Redbox.com placements and vend screen ads
- Circular wraps and PR efforts

Results

The campaign drove **revenue** and **new customers** for Redbox while boosting Thanksgiving and midweek rentals. Walgreens saw increased **traffic, larger baskets**, and strong **in-store engagement**.

1

Drove \$65k in incremental revenue

Promotion inspired additional rental visits

2

\$9 basket size per Redbox visit

Rental visits turned in to shopping visits at Walgreens

3

22% new customer acquisition

Both brands acquired new customers



1 DAY SALE THURSDAY, 11/22 ONLY!

REDBOX — 1 day offer!
The first 250 customers at each Walgreens store to make a purchase on Thanksgiving Day get a **FREE** Redbox DVD rental.*

50% off

1 day sale! \downarrow with card At 9.99 Toys
Limit 4. No limits in NM. Selection may vary by store.

8 in. screen

89⁹⁹ save \$40

1 day sale! \downarrow with card
Polaroid Android Tablet, 8 in. Limit 2. No limits in NM.

12.99 \downarrow with card Sandisk 8GB Micro SDHC Memory Card

OPEN THANKSGIVING DAY Stores open 9 a.m. to 8 p.m. Pharmacies open in 24-hour stores and select locations. For locations, call 800-WALGREENS or visit Walgreens.com.

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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