

Introducing a 70-Year-Old Legacy to a New Generation

Riverside Red X opened in 1948, welcoming customers with open arms, value and service. Red X's third-generation owners wanted to reach a new generation of consumers.

Riverside Red X has a 70-year story of satisfying generations of consumers as the store to explore and discover. Not only does it have the largest liquor department in town and great value on groceries and other household items, but also the greatest selection of curious antiques and eclectic artifacts.

However, being a Northland legacy is no longer enough. To continue to compete, grow and prosper, Red X had to become a contemporary messenger of their brand to a new generation. Great value must be combined with unique experiences along with this constant reminder: For generations, people have gone out of their way to shop at Red X. Now, a new generation needs to hear the remarkable Red X story.

There has been as much change in the last five years as there has been the past 70 years in consumer retail marketing. Combined with the changing consumer habits, the task to reach and sell to shoppers can be daunting.

Circulars and Television Aren't Enough in a Digital Age

Switching gears from a strategy of circulars, TV and social media that brought the store this far wasn't a decision that Red X's owners took lightly. They approached EAG to update their marketing because they knew they needed to reach a younger generation of shoppers and widen their demographic south of the river to the growing downtown and River Market areas. All the while never losing site of the history and success of the business.

A 180-degree rebrand was in order. Already knowing the market, EAG's creative team dug deep to understand Red X's history, legacy and reputation in the industry to "find their voice". The account team honed the comprehensive strategy to get their new voice perfected and introduce Red X to non-traditional media, meaning channels they'd not taken full advantage of before.

Blending Proven and Contemporary Marketing Tactics for Success

In a mere six months, EAG constructed a framework on which to transition to a broad, holistic marketing campaign. It started with:

- A new voice in words and pictures
- Refreshing the website experience
- Increased social and email communication



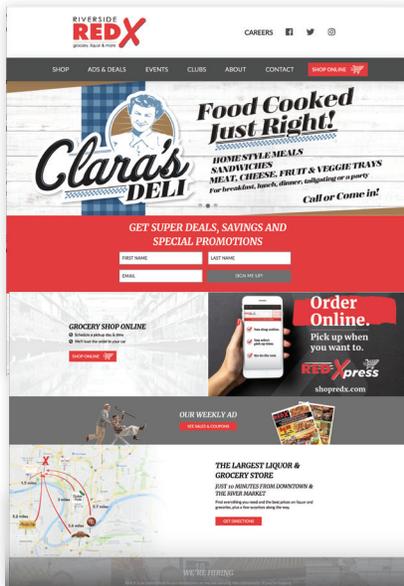
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- Jen Boyd, Red X Chief Strategy Officer



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Since social media was a pillar, a new website was a must as all digital roads lead back to the site. Red X's new website not only features new brand language and design standards, but also integrates a new online grocery shopping option, making it appeal to younger shoppers as well as existing customers.

Business Doesn't Stop for a Rebranding

In spite of being in the midst of a total rebrand, EAG pushed sales via social media tactics that have proven to be highly successful. With sales numbers and customer engagement results as proof of performance during the first six months of the partnership, EAG launched newly branded campaigns consisting of:

- Social influencer campaigns
- Kansas City T-Bones baseball sponsorship
- Videos for social media, email and the web
- In-store graphics to promote events and a friendly, inviting atmosphere
- Liquor Department branding and messaging through many channels
- Events (hosting, advertising and attracting sponsors and distributors)
- On-site meetings with department managers to better understand the new branding

Red X was able to increase revenue in the Floral, Liquor, Deli, Humidor and other departments. The deli was rebranded (name, new aesthetics and menu design) and the Sub Squad created. The Whiskey Club launched, and memberships sold out within one month. Red X's Wine Club rebranded to be consistent with the store brand and is growing.

Since 2018, EAG has been Red X's full-service, outsourced marketing department. Red X's chief strategy officer, Jen Boyd, says, "EAG has truly become a partner involved in every aspect of our store from hiring and recruiting, event management, in-store signage and store layout, to advertising & marketing."

Retailers reap big rewards by responding to trends early and consistently. These trends include, but are not limited to:

- + Meaningful experiences
- + Purposeful, honest social engagement
- + Value "value," retain quality
- + Give consumers choices
- + Be a destination for an experience
- + Top-notch service