

MARSTRATS CASE STUDY

MAY
DEPARTMENT STORES

Filene's

Hecht's

Kaufmann's

Famous-Barr

Robinson's

Foley's

Lord & Taylor

Robinsons-May

The May Department Stores

Sales Associate Recruitment

Challenge

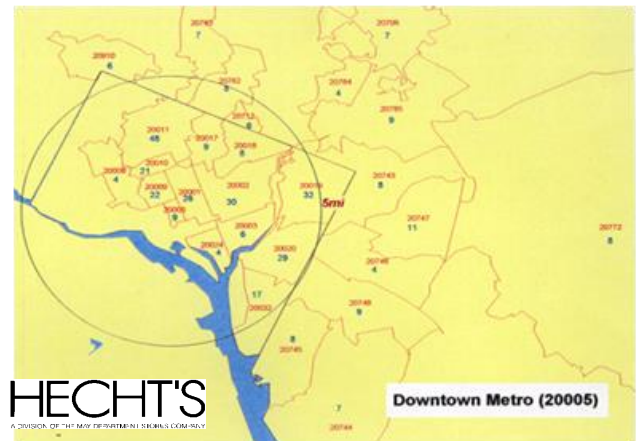
The May Department Stores included Store Divisions across the U.S. of Filene's, Hecht's, Kaufmann's, Famous-Barr, Robinson's May and Foley's. The major focus of the marketing recruitment effort was on Sales Associates which had very high turnover across the U.S. Moreover, they were not meeting hiring goals and the Open Position Index was too high. They were utilizing a reactive process where they ran recruitment ads when they were behind in hiring and were engaging in high volume ad placement/expenditures without any budget rationale. Connie Risby led this initiative at JWT Specialized Communications.

Solution

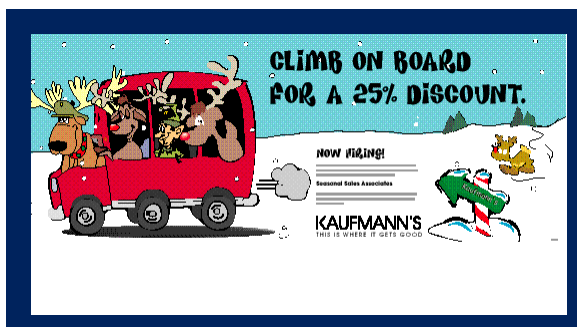
First, we determined the employment trade area for each store by mapping employee zip codes. This action directed media selection, and grass roots advertising by targeted zip codes, i.e. cinema advertising, direct mail, etc.

We recommended developing six-month budget planning process which coincided with the client's semi-annual budget process. We identified "problem/key markets" within each store division; utilized the advertising medium targeted to support each store and compiled the budget information in a meaningful format for the client: Weekly, Monthly totals with a Cost by Medium. A big difference from the past is that we targeted "passive job seekers" with strategy/tactics based on rationale and secondary research (Scarborough) that revealed the media usage habits of our core audience by market – women 25-54.

We implemented innovative marketing strategies with mall advertising, bus advertising, kiosk advertising, in-store collateral for dressing rooms, bag stuffers, referral programs, Ambassador recruitment cards, etc.



Bus Advertising



Mall Advertising

Great sales careers found here.

NOW HIRING

Take your career to the next level. Whether you are new to the workforce with no experience, seeking a new career or an advancement opportunity, Hecht's is the place for you! We welcome the opportunity to speak with you about General or Commission Sales, Fine Jewelry Sales, or our Sales Management Training Program. We have a variety of full- and part-time positions to suit every lifestyle.

Apply today for an immediate interview.

Fair Oaks Mall • Dulles Town Center
Tysons Corner Center • Ballston Common Mall
Landmark Mall • Manassas Mall

HECHT'S
All the right choices

Be a part of our success.

JOIN US!

• Sales Associates
• Cosmetic Beauty Advisors
• Women's and Men's Shoe Sales Associates
• Non-selling positions (Stock/Housekeeping/Loss Prevention)

Visit our hiring center next to Flower Corner for an on-the-spot interview!

People are our best resource.

Grand Opening November 7

Ambassadors Recruitment Card

Find your place with us.

Now Hiring

- ▶ Sales Associates
- ▶ Cosmetics Sales Associates
- ▶ Commission Sales Associates - Full and Part-time
- ▶ Great starting salaries
- ▶ Medical, dental & life insurance
- ▶ Profit sharing/401(k)
- ▶ Generous merchandise discounts
- ▶ Pre-planned schedules
- ▶ Paid time off

ROBINSONS • MAY
A DIVISION OF THE MAY DEPARTMENT STORES COMPANY

Cinema Advertising

Now Hiring

Liz, Calvin, Tommy and *me!*

Where the best names go to work.

FAMOUS • BARR

EOE

Fundraising for Charities

Introducing KAUFMANN'S FUNDWORKS

What is Kaufmann's FundWorks?
Kaufmann's FundWorks is an exciting way for you and your group to raise money, simply bring your group in to help out at Kaufmann's during the best most exciting times of the year and... Kaufmann's will donate \$50 per person to your charity for each day worked.

What does it pay?
Kaufmann's not only offers your group a competitive salary, but will also include a generous discount up to 25% on all Kaufmann's merchandise.

What kind of work is involved?
Most of the work is for non-sales activities - bagging merchandise, servicing fitting rooms and putting shoes and clothes back on racks.

To learn more about Kaufmann's FundWorks, contact the Kaufmann's Human Resources Office at the Kaufmann's location nearest you.

Is FundWorks fun?
You'll work with your friends during an exciting time of year, and, most of all, you'll get the satisfaction of raising money for your cause.

KAUFMANN'S
THIS IS WHERE IT GETS GOOD

Brochure

mini-application for employment

1 It's a Great Job
Robinsons-May is a highly diverse firm. We believe in building our success through professional programs. We are an equal opportunity employer.

2 Health Plan Enrollment
All employees are eligible for a health plan. We offer a variety of plans to meet your needs. For more information, contact your HR representative.

3 Profit Sharing Plan
After completing one year of service and after 1,000 hours, you will be eligible to participate in the Profit Sharing Plan. The Plan is subject to the terms and conditions of the Plan document.

4 Paid Vacation/Paid Personal Days
Full and part-time employees are eligible for paid vacation and paid personal days. For more information, contact your HR representative.

Merit Increases
Employees are eligible for merit increases based on performance and company results. For more information, contact your HR representative.

5 Associate Discount
Our store associates are eligible for a 20% discount on merchandise. Full and part-time employees are eligible for a 25% discount on merchandise. For more information, contact your HR representative.

6 Work Schedules
We offer a variety of work schedules to meet your needs. For more information, contact your HR representative.

7 Financial Earnings
We offer a variety of financial benefits to our employees. For more information, contact your HR representative.

8 Advancement
We offer a variety of advancement opportunities to our employees. For more information, contact your HR representative.

9 New Accounts
We offer a variety of new accounts to our employees. For more information, contact your HR representative.

10 Top 10 reasons why YOU should work for ROBINSONS-MAY.

In-Store Posters



In-Store Pull-Up Screens



Result

The result was more effective use of the budget based on rationale and a pro-active strategy to target passive job seekers vs. the former “reactive” process. Unique and innovative in-store collateral increased recruitment from walk-in traffic, a core source of hires. The revised planning process streamlined the planning, budgeting and placement for the client and agency. **The final result was a Reduced Open Position Index!**