

Kerrisdale Lumber

CASE STUDY

A family-owned retail business in Vancouver, with 99 years of growth from a small hardware store to a high-end outdoor living and contractor supply company, was splitting operations into two locations to meet growing customer demand. Kerrisdale Lumber needed a trusted media partner to drive awareness and engagement for their new location launch.

STRATEGY

Postmedia partnered with Kerrisdale Lumber to develop an integrated program that leveraged the Vancouver Sun, a trusted local news brand, to drive awareness and engagement. The strategy included the following key solutions:

- Engaging content created by Postmedia's expert writers, tailored to their brand and audience.
- Strategic placement of video content alongside written stories to promote the new store/division.
- Utilization of first-party data and contextual targeting to reach a geo-targeted audience.
- 100% share of voice on digital sub-channels, with content modules featured in relevant sections like Home and Life on the Vancouver Sun.
- Use of social media channels, including Facebook, to extend reach and engage with audiences at various touchpoints.

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Postmedia has kept up and enabled us to reach consumers both through traditional newspapers and online. From innovative digital strategies, and unique print opportunities they have always taken our best interest into consideration. We enjoy a great honest business relationship, we have great trust in the advice we are getting and we look forward to many more years of successful business together.”



RESULTS

The campaign successfully drove traffic to Kerrisdale Lumber's new store, generating 40,000 digital and 90,000 social impressions. Sponsored content outperformed expectations, with users spending an average of 2:41 minutes on the page, while a branded video achieved a 76% retention rate. By combining upper- and lower-funnel tactics, we ensured a successful store launch.

5x

HIGHER ENGAGEMENT
RATE ON FACEBOOK
ADS

6x

HIGHER CTR ON ON-
NETWORK NATIVE ADS

76%

RETENTION RATE ON
YOUTUBE VIDEO AD

2x

HIGHER TIME SPENT
ON THE STORY PAGE