

Garrett Popcorn Shops



Digital Makeover Drives Growth for Gourmet Brand

Handcrafting gourmet Popcorn since 1949, Chicago icon Garrett Popcorn has grown to international fame, with a fast-growing online store and brick-and-mortar Garrett Popcorn Shops® in the U.S. and around the globe.

www.GarrettPopcorn.com

Magento Solution Partners:

Bronto & Gorilla

[click for more Bronto info »](#)

[click for more Gorilla info »](#)

“Through our work with Magento and their affiliate partners, we successfully launched a new fully-functional and responsive website with our customized branding elements and marketing efforts to help us reach record-breaking growth numbers.”

Elly Deutch
Associate Director of Digital and Social Media, Garrett Popcorn

Challenge

Complete Customer Experience Makeover

Going into their 65th Anniversary Celebration, Garrett Popcorn really wanted to wow their loyal customers and expose new fans to the world of handcrafted, gourmet popcorn. To achieve a complete makeover of their customer experience, Garrett needed to rebuild their website, and develop a sophisticated digital marketing program to boost sales while maintaining their brand's philanthropic aspects.

Solution

New Responsive Site, New Marketing Strategy

Magento Gold Solution Partner **Gorilla Group** helped Garrett build and launch a beautiful new responsive site just in time for their 65th Anniversary and busy holiday season. In addition to the launch of their new website, Garrett worked with Magento Gold Technology Partner **Bronto** to execute new marketing initiatives, which helped them focus on bold new email campaigns that highlighted their big anniversary, and their philanthropic efforts, including community partnerships with a Breast Cancer Awareness organization, Special Olympics Illinois, and the Black Ensemble Theatre in Chicago. They also launched targeted display campaigns and ramped up their social coverage, expanding their digital strategy even further.

Results

Biggest Day Online Ever & Much Happier Holidays

Their new digital marketing strategy reaped quick results: Garrett's month-long 65th Anniversary campaign boosted online visitors by 30%, and the day of their Anniversary was their biggest day ever in online sales. Garrett's online sales numbers have continued to climb exponentially raking up especially large sales figures and a significant decrease in site issues during their 2014 holiday rush.