

CASE STUDY: G&G Supermarket

Objective:

Expand G&G Supermarket's reach and exposure in the local market.

Approach:

Develop an extensive digital advertising program, (i.e. web ads, website development) to reach a different demographic. Begin advertising in TMC product to reach non Press Democrat subscribers.

Results:

Interest generated within the "digital demographic". Increased revenue from online advertising as well as increased interest and success with in-store classes highlighted both online, as well as, in print.

Additional Benefits:

The implantation of The Press Democrat's production software, Xpance.net, has offered more flexibility with deadlines, more control over the product and a more accurate marketing solution.



G&G Supermarket has been a staple of Sonoma County since its first store opened in 1963 in Santa Rosa. Fresh produce, competitive pricing and the finest cuts of meat and fish were some of the qualities that attracted people from all over the county to G&G Supermarket. But most importantly, the G&G trademark of friendly service brought the customers back.

Over 40 years and 2 stores later, G&G continues to expand with the opening of their Petaluma Marketplace store in 2000 and the newly remodeled Santa Rosa store in 2008. This renovation included the creation of the Ginger Grille, G&G's Learning and Demonstration Kitchen, offering customers education and knowledge of the food they eat.

"The ad production process has become both, incredibly efficient and cost effective for us. And our venture into web advertising has exposed us to an entire new market"

Teejay Lowe
CEO, G&G Supermarkets