

COSTCO

Overview

Costco Wholesale operates an international chain of membership warehouses, carrying brand name merchandise at substantially lower prices than typical retailers.

Challenge

TE&A, an RPM strategic business partner, was selected by the wholesaler to promote the opening of its first Chicago location. The goal of Costco was to be well-received in the community of Lincoln Park, the store's location, with the success criteria being defined as gross opening day attendance combined with first weeks' sales totals, the amount of media/press exposure and the positive participation of the City of Chicago.

Solution

We exceeded the goal by achieving the most successful and well-received opening in the company's history based on the success criteria and positive participation of the City of Chicago. Mayor Richard M. Daley greeted the community at the grand opening and every major media outlet attended the event.

