



# Five Below Co-Creates Media With Store Employees To Boost Customer Connections

## Overview

Five Below is the fastest-growing retailer in the United States for kids. The company has over 25,000 employees across more than 900 stores.

## Opportunity

The company was looking to connect digitally with customers by scaling timely, relevant content to them, aligned with the company’s “Let Go and Have Fun” brand purpose. The Five Below digital team wanted to bring the store experience to life and saw a massive opportunity at the front lines with the company’s built-in brand ambassadors: its digital-native store employees.

Five Below wanted to focus on capturing content at on-going, themed “Win the Weekend” store events including those around holiday promotions. The team looked to drive engagement and build customer relationships at these events to reinforce the brand purpose. They also wanted to create a sense of community among store managers and associates with a direct communication line to corporate, let them participate in the brand story, and celebrate them on social.



**five BELOW**

*“Greenfly has impacted our relationship with customers by engaging them in a way that matters. It’s relatable. It’s instantly authentic. It’s organic. It’s not stylized. These aren’t edited images. And in terms of Greenfly impacting our associates, it has strengthened the relationship 150%.”*

– Janna Wemmer  
Head of Social Media & Influencer Relations, Five Below

Partnership

The retailer turned to Greenfly’s media exchange platform to activate store managers across locations. The social team requests content via the Greenfly mobile app for store managers to capture fun photos and footage of their “Win the Weekend” themed events. In a few simple clicks, the managers record and submit content for corporate editing, approval and curation. Content is shared across social channels powered by stores, employees, customers and corporate, while the Greenfly platform reporting provides analytics to measure social activity.

Impact

With Greenfly, the retailer has authentic, real-time and resonant content at scale. This content has created the ultimate brand and product experience for consumers and fans. It engages them in a way that matters and allows them to see the unlimited possibilities in Five Below. Greenfly has also enabled Five Below to strengthen relationships with store employees and lessen the silo between the corporate office and the stores.



Greenfly’s brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.

“We really want to make sure when customers walk in our store, when they go to our website, when they go to their phone to see Five Below, they’re seeing that vast array, those amazing experiences, the unlimited possibilities of Five Below. We want to make sure they see it fast and quick and it resonates with them. And Greenfly is that partner to help bring it to life.”

John Caruso  
Sr. Director of Marketing, Five Below