



Shop LC | Jewelry Retailer Gets Recognized for its Campaign to End Kid Hunger, Business Success

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OBJECTIVE

Austin-based [Shop LC](#) is a value-conscious, socially responsible, interactive retailer focused on fine jewelry, beauty, fashion, home décor and lifestyle product categories. It was established in 2007 and reaches approximately 80 million U.S. households via metrics standard, high-definition and digital streamed programming offered 24 hours a day, 365 days a year.

In 2018, Shop LC's One for One campaign, which donates one meal to a hungry child in India and the United Kingdom for each product sold, partnered with No Kid Hungry to help connect kids in the U.S. with healthy meals during the school day and in the summer. Having matched 5 million meals since the initiative started in 2017, Shop LC looked to Pierpont to create buzz about its new partnership aimed to end kid hunger stateside as well as its donation milestone.

RESULTS

Pierpont secured multiple interviews for Shop LC and No Kid Hungry leadership with Fox 7 Austin's (KTBC-TV) morning show reporter Jane Lonsdale. Several segments were broadcasted that day featuring imagery of Shop LC's products, warehouse, employees, signage and more.

Later that year, Shop LC was recognized by the Quality of Texas Foundation as a Commitment Level Recipient for exceeding industry standards through effective, systematic approaches to management – such as the Baldrige Criteria for Performance Excellence – and for their dedication to quality and exceptional performance. Pierpont secured coverage of the company's recognition in the Austin Business Journal.