



CONTACT:
Alejandra Calva
Formula
212.219.0321
calva@formulapr.com

COST PLUS WORLD MARKET SELECTS FORMULA AS AGENCY OF RECORD

Strategic PR Program Designed to Elevate Awareness of Specialty Retailer across West Coast

SAN DIEGO (June 9, 2010) – Cost Plus World Market, the unique specialty retailer that features an ever-changing selection of home décor, home entertaining solutions, gourmet food and wine, and more, retained national boutique agency Formula to execute a comprehensive regional public relations program focused on the West Coast.

“During the last 52 years, Cost Plus World Market (www.worldmarket.com) has become the store to find unique, authentic, and affordable items for gift giving, entertaining, and refreshing your home. As such, it was important for us to select an agency with ample experience on lifestyle and consumer brands to help us continue to build our brand awareness and ultimately increase our market share on the West Coast,” said Marissa Durazzo, senior marketing manager. “We’re confident that Formula’s dynamic and strategic plan will help us drive the business.”

The account will be handled out of Formula’s Los Angeles office, leveraging the team’s expertise to build buzz around Cost Plus World Market in six key markets, including Los Angeles, San Francisco, San Diego, Sacramento, Portland, and Seattle. The programs, which are anchored on media relations efforts, kicked off in May with a tour of deskside editor meetings at top-tier food, beverage and lifestyle media in each designated market.

Additionally, Formula will develop and execute ongoing social media initiatives and quarterly promotions centered on Cost Plus World Market’s seasonal product offerings, such as outdoor furniture in the summer, holiday decorations and more.

“Our program is designed to create an emotional connection between the Cost Plus brand and its target consumer by engaging them in a variety of communications vehicles,” said Michael Olguin, founder and president of Formula. “If we are successful in making that connection the consumer will not feel like they are being marketed to, but instead a part of the brand.”

About Cost Plus World Market

Cost Plus World Market operates 263 stores in 30 states under the names “World Market” and “Cost Plus World Market.” The store features an ever-changing selection of casual home furnishings, housewares, gifts, jewelry, decorative accessories, more than 500 international wines, gourmet foods and beverages offered at affordable prices and are imported from over 50 countries. Many items are unique and exclusive to World Market regularly supplied by an international network of individual and regional artisans developed over the company’s more than 50 years in the import business.

(more)

About Formula

Founded in 1992 by President Michael Olguin, Formula is a national public relations boutique with offices in New York, Los Angeles and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment and travel.

Formula's high-profile clients currently include ESPN Zone, Newcastle Brown Ale, Tribe Hummus, Kashi and Art.com, among others. For more information, visit www.formulapr.com.

###