

Meijer Instagram Earns its First National Honor at Shorty Awards

Retailer's 2018 Instagram presence earns public vote

GRAND RAPIDS, Mich. – Meijer announced today that its Social Media and Creative teams won their first national honor at the Shorty Awards ceremony in New York City, after being nominated alongside popular brands like Hyundai, Goody and iHeartRadio.

The retailer took home the Audience Honor in the Best Overall Instagram Presence category – through a public vote – for its entry that showcases its Instagram account as a place to be playful with images and copy to inspire customers. Meijer submitted photos that represented Valentine's Day, Back to School, its beauty offerings, and its produce department with a creative image of avocados.

“Our Social Media and Creative teams continue to utilize Instagram to leverage their creativity in a way that engages and inspires our customers,” said Michael Ross, Vice President of Marketing for Meijer. “This national recognition is a testament to their talent, collaboration and hard work – and it's very well deserved.”

Overall, there were 22 nominees in the Best Overall Instagram Presence category, of which Meijer was among five finalists that included The Daily Show Instagram and NFL Throwback on Instagram. The #GoPro Community won gold.

The Meijer Social Media team revamped its Instagram in November 2017, and since then, its overall number of followers grew by 46 percent and engagement has grown by 28 percent.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

Additional assets available online: [Photos](#) ⁽¹⁾

<https://newsroom.meijer.com/2019-05-07-Meijer-Instagram-Earns-its-First-National-Honor-at-Shorty-Awards>