

Case Study

Media Strategy and Placement • Retail

Background

A well-established regional home improvement retailer with more than 35 years in business was facing heavy competition from two national home improvement chains. With 58 locations throughout the Midwest, our client needed a targeted media presence that would secure its position in the market, offset its competitors' larger budgets and support significant growth.

The company was looking for a media strategy and schedule that would effectively support their business goal of doubling the number of their retail locations within a five year period.

Analysis and Teamwork

To better understand our client's competitive position, our media analysts performed regional spend assessments of the two national competitors. This information was cross-referenced against geo-demographic profiles, retail locations and media coverage data.

Because our client could not match the spending levels of the two national competitors, our media team developed a strategy to focus media spending in key locations not targeted by the competition. Placement schedules were negotiated based on customer concentrations to achieve high saturation combined with extremely low cost-per-point figures.

Results

Our results-focused media placement strategy provided the client with highly concentrated message delivery to areas experiencing virtually no competitive advertising. Traffic and sales in existing locations dramatically improved, supporting the addition of new locations as well as upgrades to their existing 58 stores. The client easily reached its five-year goal of doubling its number of retail locations to 116 stores. In several cases, successful stores were built immediately adjacent to those operated by the two national chains.