

Case Study – Retail Carpeting

Background

An established regional carpet and flooring retailer was facing strong competition from large national chains and aggressive local outlets. Competitive advertising made it increasingly difficult to capture audience, establish brand awareness, and build store traffic. The company had experienced reduced advertising effectiveness and diminished returns from their advertising for the previous year and a half.

Company owners asked Altyris to assess their competitive situation and develop a marketing strategy. Primary objectives were: (1) Counter competitive activities, (2) strengthen their brand presence, (3) generate higher returns from their advertising expenditures, and (4) increase their sales and profitability.

Actions

We evaluated the client's competitive position and advertising results, and identified several areas for improvement. New brand messaging was recommended and implemented, and our media team worked with television station representatives to improve advertising targeting, increase audience impact, and decrease cost per impression.

We then created a new advertising message and campaign, produced new television advertising, and placed the new ads using the better targeted and more efficient media plan created by our team.

Results

The client experienced a near-term market exposure improvement of more than 28%, with a 24% reduction in cost-per-impression. Over the next two quarters, In-store sales increased 21% while on-site sales grew by more than 12%. The company's improved brand presence led to profitable contracts with a national home improvement retailer, establishing our client as the preferred vendor for two of the store's larger regions.