

## KMOV 4 ADVERTISING STUDY:

# Moving From Cable to Broadcast Television: KMOV 4 Advertising Aids Appliance Discounters in The Transition

### THE PROBLEM:

Appliance Discounters, a St. Louis company, had previously advertised exclusively on cable. They wanted to better pinpoint their reach, and expand their ability to be noticed by their target audience instead of just reaching more people in general. By doing this, Appliance Discounters wanted to increase sales of specific brands of appliances. The brands they wanted to showcase were GE, Bosch, and Thermador. Along with increasing the sales of these products, the company intended to increase awareness of its growing number of locations.

Since Appliance Discounters had only advertised on cable before, they needed help in determining how other options could work together. Appliance Discounters wanted to see how working with KMOV 4 Advertising could target more of the right people than cable, and generally how they diversify its advertising methods.

One thing that Appliance Discounters immediately noticed was that a broad-scale advertising campaign with several methods and separate elements is an investment. John Bradley, co-owner of Appliance Discounters, advised the following, "Set aside a budget for some type of advertising because being in a big market such as St. Louis, you have to be noticed and heard in order for your business to grow." It is also important to invest in the right advertising methods for success in a large market.

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## THE PROCESS:

KMOV 4 Advertising updated Appliance Discounters' advertising strategy and created and implemented a custom digital plan. In addition, Appliance Discounters also became a sponsor of the weekly Doug Unplugged show to help reach their desired target audience. KMOV 4 Advertising ensured that the right plan was in place by adjusting elements until everyone was satisfied.

"Our favorite part of working with KMOV 4 Advertising is having a local rep to call on, communicate with, and assist with the preparation of commercials. It's not just having someone on the phone who talks to you. It's having someone who comes into your store, shakes your hand, and gives you the personal feel," said Mr. Bradley.

When asked why he had chosen KMOV 4 Advertising, Mr. Bradley explained, "We decided to go with KMOV 4 Advertising because they are local and familiar with the media in St. Louis. They have a popular segment, good shows, and people that seem to go to their channel not only for good entertainment but their information as well. It seemed like a good fit for us to help us market to our target demographic."

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## THE RESULTS:

Over the course of the campaign, Appliance Discounters opened more stores, bringing their total number of stores to six outlets. They promoted sales at all of them exclusively through KMOV 4 Advertisings' TV station, forgoing cable for these commercials altogether. The results for each of these sales pleased the client.

Appliance Discounters believes the campaign was a success due to improved year-over-year sales on holidays where they promoted their company on KMOV 4 Advertisings' KMOV station.

Due to these successes, Appliance Discounters has been running campaigns through KMOV 4 Advertising properties for over five years now.

"We have seen a definite increase in visibility in the market. We enquire with all of our customers about how they heard about us, so we have a good feel of how important advertising is, and what the best source is. Our TV commercials, which we only run on Channel 4, are the main way people hear about us," Mr. Bradley said.

As for his satisfaction with KMOV 4 Advertising, Mr. Bradley noted, "We've done commercials with other channels, but the sales rep we worked with at KMOV 4 Advertising was a large part of why it's been successful. Now we're exclusive to Channel 4."

Over the past five years, Appliance Discounters has advertised with KMOV 4 Advertising. Through TV advertisements and other digital marketing efforts, Appliance Discounters has increased sales, opened more stores, and gained more brand awareness in the St. Louis market.



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