

KMOV 4 ADVERTISING STUDY:

From Trade Shows to the Showroom: How KMOV 4 Advertising Helped Prestige Pools Show Off Their Expertise

THE PROBLEM:

For years, Prestige Pools had been spending a large amount of its budget on trade shows. This worked well for a while, but over time, the effectiveness of these show appearances had decreased. Prestige Pools decided that it would be better to spend more money on advertising and driving people to their own showroom while decreasing its trade show investment.

Prestige Pools also found that the trade shows weren't attracting the demographic they were hoping to reach. The company wanted to target their advertising campaign to bring in an affluent audience with the money to order its luxury options.

Finally, Prestige Pools wanted to be able to explain why they had been able to stay in business for over 30 years, as well as showcase everything they had to offer. The trade show environment had not lent itself to this sort of in-depth marketing.

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THE PROCESS:

Prestige Pools decided to work with KMOV 4 Advertising and local CBS affiliate KMOV to create an advertising campaign that would run on both digital media and TV.

For the first component of the campaign was mobile display ads and banner ads which ran on KMOV's website. The site also hosted video pre-roll, pencil pushdowns (also known as "sliding billboards"), and ROA display ads.

The second component involved a comprehensive TV campaign. Among the TV ads featured were 15-second bookend ads for specific sales and products. This advertising campaign was developed using research and audience measurement tools and the expertise of the KMOV team.

"Every sales campaign that KMOV 4 Advertising was involved in did more than expected. They always exceeded our expectations," said Prestige Pools owner Joan Struckhoff. "I feel that anyone who wants good results and acknowledgment from other people, KMOV 4 Advertising is a great option."

Ms. Struckhoff also praised the overall experience of working with KMOV 4 Advertising: "They were personable and knowledgeable. I felt very comfortable working with them. They always went out of their way to answer any questions and concerns we had. They're a very professional company."



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THE SOLUTION:

With the expertise and resources of KMOV, this campaign was turnkey for Ms. Struckhoff and it yielded great results in terms of revenue and metrics. Prestige Pools got five new leads, of which two turned into pool builds. There were also three spa tent sales. Overall sales increased by 12 percent over the prior year, and the company improved its digital presence.

The elements of the campaign reached an impressive percent of the target audience and built frequency and results! There was an extensive advertising campaign including KMOV TV, My TV, a news sponsorship, and a comprehensive digital campaign.

"We got a lot more recognition during the time that we were advertising. We were getting phone calls, website traffic, and our showroom was always busy," reported Ms. Struckhoff. "They've done an incredible job and we plan to go back and advertise with them every summer." Through the marketing efforts of KMOV 4 Advertising, Prestige Pools was able to remind the community of why they have been around for over 30 years as they showcased their expertise in the industry by appealing to the local community.



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