

KMOV 4 ADVERTISING STUDY:

Increasing Brand Awareness: How KMOV 4 Advertising Helped Mary Jane's Solid Oak Furniture Showcase Their Services

THE PROBLEM:

When Mary Jane's Solid Oak Furniture connected with KMOV 4 Advertising, the company had one clear goal: to reinvent a 25-year-old business. They needed to significantly increase foot traffic, since the website wasn't bringing in as many customers as the business had hoped. They had attempted television advertising in the past, but it simply hadn't achieved the goals the company was hoping for. "We did an infomercial many years ago. It was a 5-minute infomercial that reviewed our store and walked through it. And then we went to a TV co-op about 3 or 4 years ago. Those were not top-notch, they were nothing compared to what we've done with KMOV 4 Advertising," Mary Jane of Mary Jane's Solid Oak Furniture admits.

Further, Mary Jane's Solid Oak Furniture needed to set itself apart from other furniture brands in the area. The company wanted to stand out and give customers a reason to visit their store, instead of visiting their competitors. "KMOV 4 Advertising came to us with a deal that we couldn't pass up," says Mary Jane.



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THE PROCESS:

First, KMOV 4 Advertising set out to establish Mary Jane as a real person: someone her target audience could connect with. The ads were designed with a “folksy feel” that would help create the connection between 100% American-made Amish furniture and establish Mary Jane’s Solid Oak Furniture as the place for St. Louis residents to find it. To help accomplish these goals, each ad was delivered with a slowed message that used an older male “country sounding” voice that created a familiar feel for potential customers, one they would connect with the Amish furniture in the store.

Not only was it important to establish the feel of the store, the ads set out to let the audience know exactly what Mary Jane’s Solid Oak Furniture could deliver. Each ad provided footage of the one-of-a-kind Amish furniture that offers a unique feel in terms of the store’s selection, and let consumers know the store could do custom builds just for them that would help meet their needs.

On Great Day STL: 3 Segments

Great Day STL offered an excellent advertising opportunity for the store, so Mary Jane’s Solid Oak Furniture started with three key segments. The first segment talked about what they do with Amish-made furniture. It showcased the different types of woods and stains, as well as the flexibility to customize those patterns and designs based on what the customer wanted.

The second segment took customers directly into the shop. It showed Mary Jane’s husband as he built a large, unique table designed specifically for a customer. This segment helped clearly display exactly how the customization process worked and how those pieces were put together.

In the third segment, Mary Jane’s Solid Oak Furniture celebrated their 25th year in business. Not only did it highlight everything the business had accomplished over the years, it highlighted how the couple met and how they got started into the business, as well as what it had meant to them over the years. This segment used a relaxed, conversational atmosphere to help customers feel more directly connected to Mary Jane, her husband Don, and the furniture they create.

“[KMOV 4 Advertising] helped us bring out the uniqueness of what our brand is about,” noted Mary Jane. This process allowed customers to really get a feel for the business as well as displaying the real Mary Jane behind the name—and these advertisements helped them do exactly that.



“KMOV 4 Advertising helped us bring out the uniqueness of what our brand is about.”

- Mary Jane of Mary Jane’s Solid Oak Furniture

THE RESULTS:

Thanks to their advertising efforts with KMOV 4 Advertising, Mary Jane's Solid Oak Furniture saw a 22% increase in business. "The success of our campaign was significant and eye opening in the difference. It's something we should have done probably 20 years ago. Nevertheless, it's like we just woke up. We experienced an increase in sales and the traffic was incredible.," says Mary Jane. "We're crazy busy."

Not only that, the company notes that they started seeing results almost immediately once they started advertising. Those results became more significant in the second and third quarters. It took time for the advertisements to take off completely, but thanks to their partnership with KMOV 4 Advertising, Mary Jane's Solid Oak Furniture saw many instant results that helped support those efforts and convince them to continue moving forward.

"The thing that stands out in my mind is how amazing they put everything together. The first Great Day segment I thought was going to be pitiful because I had stage fright. They spent a lot of time here and were so patient with me. But the segment that they put together was amazing, because I thought surely there was nothing usable. They even used a drone to zoom in on our place from an aerial view and it was breathtaking. They're so up to date and incredible," says Mary Jane of the experience. For this incredible company, a partnership with KMOV 4 Advertising was well worth the investment.



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