

KCTV5 MARKETING CASE STUDY:

Showcasing Family Values: How KCTV5 Marketing Successfully Brought The Family Business, Crowley Furniture & Mattress, To TV

THE PROBLEM:

Crowley Furniture & Mattress, located in the Kansas City Metro area, are looking for ways to grow its share, in both the competitive furniture category and the mattress category. Their goal is to provide quality furniture and mattresses to their customers alongside top-notch service, competitive pricing, and outstanding financing options making it possible for a wide range of customers to take advantage of their services. Crowley Furniture & Mattress also offers expert interior design advice. Overall, their goal is to exceed their customers' expectations and deliver quality that is above and beyond what the customer can get anywhere else.

When they began their advertising campaign with KCTV5 Marketing, Crowley Furniture & Mattress needed to extend its reach and show customers exactly what they had to offer. The family-owned business had a strong commitment to excellence and wanted to deliver that to their customers. First they had to start with reaching those customers, connecting with them, and showing them Crowley Furniture & Mattress had the tools necessary to help them furnish their homes. At Crowley Furniture & Mattress, they didn't just want to offer a furniture warehouse for customers to come in and browse. They wanted to offer advice, share their expertise and invite customers to take advantage of everything they had to offer. Their ads needed to reflect all of those elements.





THE PROCESS:

Crowley Furniture & Mattress started with an aggressive television strategy thanks to their partnership with KCTV5 Marketing. "They are a prime station that we can catch the biggest audience here in Kansas City, which is why we chose to go with them," says Katie Crowley, Marketing and Merchandising Director for Crowley Furniture & Mattress. The team worked with KCTV5 Marketing to create commercials which gave them a consistent weekly presence on those stations and, therefore, in the homes of many of their customers. Owner Greg Crowley and his daughter Laura were the faces of the commercials, emphasizing the fact that it was a family-owned business - a quality that appeals to many members of their target demographic.

The company had been on TV since early 2000, giving them a solid, consistent presence and keeping them top-of-mind for customers interested in buying furniture. Many families across Kansas City recognize Crowley Furniture & Mattress as a familiar local brand. All of the company's commercials were created in-store, in front of their product, which created a high level of brand recognition and, in many cases, helped customers feel more comfortable inside the store itself since it felt like they had already been there.

All of Crowley Furniture & Mattress commercials are promotion-related, based on the latest promotions within the store. These ads usually run for an average of 4-6 weeks each, since the promotions change and the store offers new deals to customers on a regular basis. With a mix of 30-second ads and 15-second ads as "bookends," the company is able to offer a few different looks at their product and their business. Regularly changing up the ads help keep customers aware of the latest promotions within the store, allowing them to clearly see what the furniture and mattress store is offering each week, how the prices and products were changing, and what items were being promoted at any given time. These ads also give insight into the store itself: with Greg and Laura highlighting the products and promotions, viewers are able to get a look at the company's high-quality customer service they could expect from their visits to the store.

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THE RESULTS:

Thanks to their advertising efforts, Crowley Furniture & Mattress was able to expand from one location to three locations, allowing them to reach a wider audience and substantially increase their overall profits. With ads that ran five days a week during their morning news segments, the company was able to continue reaching a wide range of potential audience members, all of whom were able to feel as though they were walking into the furniture store. This led to an increased connection with the brand and encouraged more viewers to come to them when they had furniture and mattress needs. The business continues to experience significant growth each year.

"The relationships that we've built with KCTV5 Marketing is one of our favorite parts of the partnership. We're also able to easily communicate change and what our needs are with them," notes Katie Crowley. As the business continues to grow and expand, its advertising needs also change. Regardless of how Crowley Furniture & Mattress grows and changes, however, KCTV5 Marketing is able to continue to meet the company's needs, working with them to continue delivering high-quality advertisements and a marketing plan that will help the company achieve its goals.



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