



## **Case Study: Kane's Furniture**

**Situation:** Furniture company in competitive market looking to grow sales through increased traffic in key stores. Exclusivity dictates that deal must be worked outside of Stadium only.

**Need:** Traffic and sales building promotion for 3rd and 4th quarters. Desired promotion that was directly trackable.

**Execution:** Professional Football Radio-only promotion "Bucs for him, Bucs for her" sweepstakes to generate leads and drive fans to Kane's stores to enter weekly drawing during important months. Spots across all Bucs radio were included; player shows, pre-game, post-game and in-game.

**Results:** In store entries grew from 1,500 per month in the first year to 8,000 per month in the fifth year.



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