

Casual Male: George Foreman Survey

Objective Determine most appealing aspects of new big and tall line

Data Source 436 surveys conducted in-store and by telephone

Question *“When you shop for clothing, what's most important?”*

ThoughtSCAN[®]

VERBATIMS

comfort

fit

price

SCAN FREQUENCY

128

95

23

ThoughtTalk *“It's all about **comfort** and **fit**.”*
“Big fashion? That sounds like an Armani tent?”
“It doesn't matter how much I saved if it feels crappy.”

Results Last year, Casual Male successfully launched a clothing line, the George Foreman Signature Collection. George Foreman was not only the spokesman, he actually helped develop the product, for which he promised, “comfortable fit for big and tall men (like me) so we can feel our best.” In the first quarter alone, stores experienced a 12% sales increase upon product introduction.
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