

Christmas Tree Shops: Advertising Approach

Objective Determine most powerful advertising/media approach

Data Source Written staff surveys/customer interviews

Question *“What comes to mind when you think of Christmas Tree Shops?”*

ThoughtSCAN[®]

VERBATIMS

bargain/s
fun
love/like

ThoughtScan Frequency

57
25
17

ThoughtTalk

“Bargains, gifts, saving money...worth the drive.”
*“I love to search out the **bargains** they offer.”*
*“Bargains, low prices and **fun** outing with friends.”*

Results

Agency developed successful testimonial TV campaign with theme “Don’t You Just Love A Bargain.” Still employed 10 years later.

www.wallacewashburn.com