

# 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**<sup>®</sup>

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.

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