

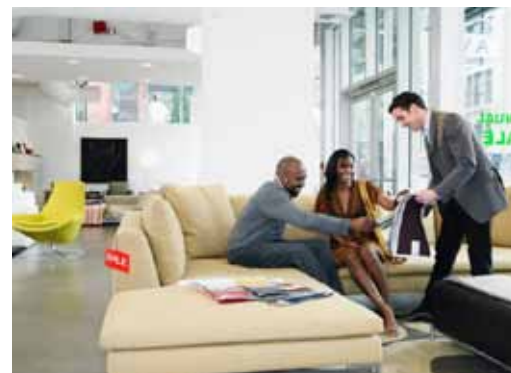
“Everything you need to get the sale!”

HOUSE 2 HOMES



“After we ran the first promotion, we knew that we would have a long-term business relationship with Odenza!”

– David Shea, Director of Marketing



KEY CHALLENGES

- Attracting customers to higher-quality furniture brands despite the mass marketing of liquidated prices and lower-quality furniture.
- Finding a competitive edge in their market as consumers increasingly expect added value, and only react to lower prices or recognized brands.

IMPLEMENTATION

House 2 Homes used Odenza’s vacation incentives to provide add-on value to higher-priced furniture sets to encourage customers to buy. They implemented a multimedia campaign that included promotional flyers, radio spots, TV ads, database marketing and set up provided P.O.P marketing materials to reflect an exciting Las Vegas-themed showroom and customer lobby area.

BENEFITS AND RESULTS

The promotion successfully reinforced the confidence of House 2 Homes’ target audience, as well as their reputation of their commitment to quality furniture and customer satisfaction. Referral and word-of-mouth activity increased brand awareness and loyalty, and sales for furniture sets increased by 20%. They rewarded over 150 Las Vegas packages over the first 2 months and continue to receive an overwhelming amount of interest from new customers.

SATISFACTION RATING: 9/10

“We enjoy putting the promotion together as much as we enjoy sharing the excitement with our customers. We can’t say enough about the support Odenza has given us. All I can say is ‘outstanding!’”

– David Shea, Director of Marketing



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