

CASE STUDY

DISCOUNT ELECTRONICS

OBJECTIVE

Increase in-store traffic and computer sales at all Austin-area Discount Electronics stores during peak retail shopping hours.

STRATEGY

Radio campaign targeting Adults 40-60, who are in IT, office purchasing, or other computer related roles. Scheduled to air late week and weekends during peak retail shopping hours several weeks each month.

THE RESULT

#1

advertising
medium for
customer recall