

## The Rug Gallery

### **The Challenge:**

To help the client advertise and sell as much inventory as possible without exceeding an established, limited budget.

### **The Solution:**

Holland identified that The Rug Gallery was really in the business of selling color.

- Produced emotionally compelling television commercials with a limited budget.
- Transitioned from black and white newspaper advertising into television.
- Developed an ad campaign, using testimonials from interior designers, which appeal to both the trade and the high-end consumer markets.
- Constructed a dimensional direct mail campaign aimed at interior designers.
- Placed bold outdoor advertising in targeted zip codes for maximum impact and impressions.
- Established an attractive, user-friendly web site.
- Negotiated highly effective and targeted media buys.
- Recommended that The Rug Gallery develop the Cincinnati Magazine Interior Design Awards as a promotional tool to target interior designers.

### **The Results:**

Holland worked with The Rug Gallery to implement a TV campaign that resulted in record sales months. The Rug Gallery has realized a 400%+ sales increase over 10 years in addition to a dimensional direct mail campaign with a response rate of 70%.

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### **The Challenge**

To help The Rug Gallery sell as much inventory as possible before moving to their new location.

### **The Solution**

Holland's marketing experience and expertise convinced the client to hold a moving sale. It was a better use of advertising dollars, and would also reduce moving costs.

- Developed TV, radio, and print ads communicating the message to prospective customers.
- Created a direct mail piece to target existing customers.

### **The Results**

Holland helped The Rug Gallery achieve three months worth of sales within three weeks of starting their special promotion.

