



“It was the best advertising money I have ever spent...”

- Marty Compton, Owner, Coney Dog Cafe



We just wanted to bring in more people during the month of May to help celebrate our anniversary and say thank-you.

The Problem

The Coney Dog Café in New Haven had been around for several years and wanted to share their coney dogs with people for a special price. Owner Marty Compton said he had tried other methods of advertising in the past but just hadn't seen its effects and had trouble measuring if he was getting a return on the investment. He decided to try WOWO to see if radio would be any better of an advertising investment.



The Plan

The plan was to use “The Power of Pat.” After gathering all the information that separated The Coney Dog Café from other fast food or coney dog places as well as finding information to convey that couldn't be effectively conveyed through other forms of media, we were able to write a script to really deliver a convincing message. Using Pat White testimonials for a one-week period met the Coney Dog Café's needs and also was within their budget parameters.



“Ryan knew better than I did on how to make an effective plan so I just trusted him”

-Marty Compton

After finding the information we needed to directly address The Coney Dog Café's marketing need as well as building a customized schedule and using Pat White testimonials, the marketing plan was set and ready to roll. We had taken a simple idea and now turned the idea into a money making investment.

PERFORMANCE

“I couldn't believe how many people came...”

-Marty Compton

It was figured that during the week the Pat White testimonials aired, over 10,000 coney dogs had been sold. Over the rest of the month, Marty estimated 60 to 62 thousand coney dogs were sold. This was well beyond what Marty expected. “I couldn't believe how many people came in. I had to even get another hot dog cooker to keep up.” Our plan had exceeded every expectation Marty had. He is now a regular client of WOWO's and continues to see results. “It was the best advertising money I have ever spent.” Ideas into action, returns on your investments. WOWO can do the same for you.

