



## **Do It Best**

Do it Best Corporation has its national headquarters in New Haven. The stores are individually owned, but work together in a co-op arrangement. Many years ago Do it Best decided to enter into a partnership with WOWO radio to market the stores in the northeastern Indiana region. Long-term strategy schedules were placed, live remotes and broadcasts of Rick Wolf's House Calls program on Saturday morning were scheduled and a familiar positioning statement—"***We're in your neighborhood***"—was created. This win-win partnership has continued for over a decade.

**"WOWO and Do it Best are both very important to northeastern Indiana. A partnership between them has been very positive."**

***Janelle Wagner, J.W. Specialties, Ltd. (Advertising Agency for Do it Best)***