



World's Largest Spice Store™

challenge

The *Great American Spice Company* depends on the Internet for the majority of their business. There was retail foot traffic, but not to the level where the cash register was ringing enough times.

ACTION steps

The Plan

To execute a promotion that would bring WOWO listeners into the store so they could view the vast variety of unique spices, sauces and items available. It's the type of store if you can get someone in the door once, they will come back and spread the news word-of-mouth.



The Great American Spice Company sponsored WOWO's Brickyard 400 promotion. It was a combination of 60 second messages, 10 second "LIVE" announcements and online information with link. There was also an on-location remote where WOWO listeners had 2 hours to Register-to-Win a Brickyard 400 giveaway package.

PERFORMANCE

With all the promotion leading up to the LIVE on-location drawing event with WOWO, all the pieces were in place for this to be a success. A Win-Win solution. WOWO listeners were continually coming in the door to explore everything *The Great American Spice Company* had to offer. Almost every single WOWO listener purchased an item while they were there.

IT WAS THE FIRST TIME IN THE HISTORY OF THE COMPANY THAT IN-STORE SALES EXCEEDED ONLINE SALES!