

# Carpet One



"In the years we have used the Dove and Iris Media, our sales have steadily increased and the trend continues. We use these radio campaigns in conjunction with our online marketing for excellent results. They are outstanding at getting out our message and continuing to raise customer awareness and bring them in the door. Iris's creative team and voice talent has created consistent messaging and branding in the ads they do for us. They are without a doubt the best ads in the mid-MO area"

*Mike Tritter, owner*

## ABOUT

**CARPET ONE** is a locally-owned business that has served Central Missouri since 1968 and does not only carpet sales and installation but also offers a wide variety of flooring: tile, luxury vinyl, hardwood, and laminate. They also provide area rugs, heated floors, custom tiling for showers, backsplashes, and more. "Your home beautiful...guaranteed."



## THE PROBLEM

Carpet One initially presented Iris Media with two main challenges: 1) Their corporate name made people think they only sold carpet. Still, there was so much more to their business that the public needed to know. 2) Their sales had been flat for a number of years in a row, and they wanted to grow. The challenge was to build Carpet One into a brand name that was known as a full-service flooring company. Additionally, their corporate had goals, but their internal revenue goals for the Columbia market were even higher. They needed a way to bust through stagnant sales and aggressively grow market share.



## THE SOLUTION

Iris Media built a radio strategy for them that leveraged two of the basic building blocks of a successful advertising campaign: frequency and consistency. The Dove's listeners matched their target market, super-served their target geography, and because of the station's format, held the best opportunity for their ads to be heard and remembered. They run a consistent campaign with a high-frequency schedule plus endorsements with the morning show DJ. The final piece of the puzzle was a well-crafted ad message that not only told the story about all they offer but allowed for periodic sales activation campaigns throughout the year promoting sales on specific products.



## THE PAYOFF

For Carpet One, radio has paid off for them "big time." They also celebrate finally being able to bust through about 4+ years of flat sales. The first year after doing radio, they grew by half a million dollars. Since then have tracked over a million dollars of sales growth per year since they started advertising consistently. Their creative tells their story ensuring consumers know that Carpet One is a lot more than carpet.