

ASHLEY FURNITURE Case Study

Community Connection Drives Successful Market Penetration

The largest furniture manufacturer in the country, Ashley Furniture challenged Sunrise to help them expand into the highly competitive Cincinnati market.

The Sunrise media team's in-depth understanding of the market and deep-rooted relationships led us to pursue strategic opportunities to quickly connect with the local community in relevant ways and places. The strategy proved relevant to consumers in the Cincinnati market who have recognized and rewarded the brand for its community connection. In just three years, Ashley Furniture has stolen market share from the two leading brands, and sales volume in the Cincinnati stores has grown to match sales levels in the brand's mature markets.

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STRATEGY



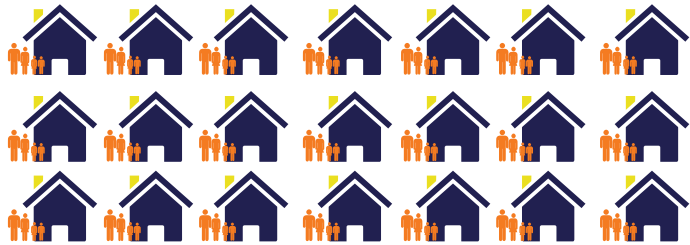
ANALYTICS



MEDIA BUYING



MEDIA PLANNING



CONNECTED
WITH LOCAL COMMUNITY



3 YEARS
GROWTH
IN MARKET SHARE
OVER LEADING BRANDS

Sunrise helped Ashley Furniture steal share from the market leaders in Cincinnati by making a strong connection with the local community, including strategic sponsorships of local teams and universities, PSA's focusing on veteran's charities and a charitable Dream Home sponsorship.