



Special Guests

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Case Study: Omaha Steaks



Challenge and Goals:

- 1) *Find a new and positive way to set-apart traditional client that has been in business 100 years.*
- 2) *Significantly increase sales for client with measurability*
- 3) *Increase long-term profitability of client.*

Methods:

Shattering stereotypes by creating a loss leader product offering in multiple venues to create an overwhelming product presence during a short time period, reminiscent of a first-time product introduction typically used by startup companies or new products. Risky? Yes. Hardly the type of approach of first choice utilized by old-school companies.

Approach:

Introduced the product in a novel and festive setting by booking an earned media product feature on the NBC Today Show on a holiday special segment titled "Jil's Steals & Deals." It was a win-win. The show looked great by offering a spectacular 'deal' on Omaha Steaks packages. The customers won by being able to get such a value. The client won by getting a foot-in-the-door in homes who either had never tried Omaha Steaks or who hadn't tried them in a while, setting up many reorders and long-term relationships.

Booked an earned media interview on Fox & Friends with fifth generation family company owner, Todd Simon, presenting him as a likable and stable authoritative figure in the hearts and minds of perspective

customers, offering useful grilling and cooking tips. Also booked Mr. Simon on a myriad of other talk show interviews, even many on radio, to promoting Omaha Steaks.

RESULTS: All three goals were achieved:

- 1) *Found a new and positive way to set-apart traditional client that has been in business 100 years by featuring the product, not the client, and letting it speak for itself with the help of a glib Today Show host Significantly increase sales for client.*
- 2) *Significantly increased sales for client, setting an all-time daily sales record for the 100-year-old company. Measurability was achieved by creating dedicated landing pages for the special sales offers.*
- 3) *Increased long-term profitability of client by having coupons for future purchases included in special offer boxes at higher profit margins for the newly acquired customers.*

NOTE: The Today Show promotion was so nice, we did it twice. One week after the steak offering, we made a seafood offering a second record-setting sales day for the client.
