



# Flooring Company

Flooring / INDUSTRY [REDACTED] / LOCATION [REDACTED] / OWNER & PRESIDENT [REDACTED]

## BUSINESS IMPACT

**\$30M Annual Revenue within 6 Years**



Annual revenue grew from \$0 to \$30M with a prominent Houston Chronicle print-based campaign.

**52-Week Print Campaign Each Year**



[REDACTED] built a highly profitable empire across 21 locations using consistent offer-driven print advertising.

## OVERVIEW

### Business Challenge

The owner and president of [REDACTED] had over 22 years of flooring experience and aspired to build his own business one day. In 2011, that dream became a reality, but its first year could have been its last. [REDACTED] experienced significant profit loss from investing in marketing tactics that were not delivering new clients. [REDACTED] had the talent and passion to build something special, but he needed a way to stand out from national discount competitors and big box giants.

### Campaign Strategy

HCMG built a persistent, 52-week campaign highlighting [REDACTED] unique selling points – value, finance options, and service. A full-page ad creative in Sunday’s main news section enabled [REDACTED] to stay top of mind during the 60-90 day decision-making lifecycle of a flooring customer. Additionally, two million print inserts were distributed each month in 25 hyper-local community papers, targeting high income consumers within a 5-mile store radius to achieve optimal performance.

## PRINT BRANDS

HOUSTON★CHRONICLE

THE POTPOURRI  
TOMBALL EDITION

THE JOURNAL  
PEARLAND

SUGAR LAND SUN

★ SPRING ★  
THE OBSERVER

The Katy  
RANCHER

★ H U M B L E ★  
THE OBSERVER

The Woodlands  
Villager

DEER PARK  
BROADCASTER

+ more

# CAMPAIGN ELEMENTS

## Print Advertising

year-round ad campaign keeps their offers and brand messages top of mind with local consumers, reaching nearly 2 million adults across Houston each week. ads are strategically placed across HCMG’s print portfolio, including the Houston Chronicle and several community papers, in two distinct ad formats: premium placed full-page ads and targeted print inserts.

For each ad format, the creative highlights a wide range of benefits, such as free financing for 48-months, quality assurances, unmatched services, a Dare To Compare competitive piece, a “buyer beware” educational Free Floor Shopping Guide, and more. online presence and in-store displays also reinforce the print ads’ messages, making the entire campaign and buying experience consistent and seamless.

**Hurry In! Sale Ends Soon!**

**NEW YEAR'S Savings EVENT**

**SAVE BIG ON EVERYTHING IN OUR STORE! CARPET • WOOD • LAMINATE • TILE**

**48 Months Interest Free Financing**

On all flooring purchases with your credit card. 48 Equal Monthly Payments required.

**How To Make Your Best Decision At Your Flooring Store?**

**Why Should You Make Your Flooring Store?**

- LIFETIME INSTALLATION GUARANTEE**  
The Best Installers – The Best Systems – Don't Settle For Less!
- Videos, Pictures & Articles to Help You Make Your Right Choice.
- REAL REFERENCES**  
Over 200 With Verifiable Phone Numbers!
- LOW PRICE GUARANTEE!**  
5% Less On Material Only & Total Installed Package Over Any Other Local Floorcovering Store Quote!
- TRUE QUOTES – No Float Seam**  
Total Pricing Including Everything - No Surprise Extra Charges
- Love Ceramic? Hate Grout?**
- Our Grout Lines**  
Narrow & More Level
- Their Grout Lines**  
Wider & Less Level

**Your Best Decision**

**Your Flooring Store?**

- LIFETIME GUARANTEE – Don't Settle For Less!**
- Being Scammed**  
can change once the job has begun. Don't change once the job has begun.
- ES**  
Surprise Extra Charges
- FREE CARPET REMOVAL**
- FREE HARD SURFACE FLOOR PREP**
- FREE**
- Our Grout Lines**  
Narrow & More Level
- Their Grout Lines**  
Wider & Less Level

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*“I rely heavily on the audience and service the Chronicle has delivered for me year after year. And I’ll say this... my print campaign with Houston Chronicle saved my company and is a big reason I was able to expand my business over the last few years.”*

| Owner & President, \_\_\_\_\_