



The Power of Engagement



Challenge

Famous for its Counting Sheep, Serta®, the largest manufacturer in the bedding industry, engaged All Star Incentive Marketing® to help increase awareness of and preference for their premium mattress collections among consumers to ultimately increase Serta Retail Customer sales.

Solution

All Star knows that loyal consumers are a critical equation to retail businesses success. A well-designed reward program not only builds loyalty among a targeted consumer base, but also encourages referrals and positive word of mouth about your brand. Working closely with Serta, All Star created a series of custom gift with purchase (GWP) Programs designed to help Serta Retail Customers acquire market share and increase unit sales. Frequently the giveaways are centered on premium product which drives profitable business for our Serta Retail Customers. Proven brand name giveaways to entice product purchases included Samsung® Tablets, Omaha Lobster & Steak Packages, Cuisinart®, FitBit®, and Keurig® Brewing Systems. There are plenty of giveaway options at different price points. From a Keurig® Brewing Systems that is roughly \$220 to an Omaha Lobster & Steak Package that is roughly \$100. With these programs, there is really no need to give away the typical accessory items that are common in this industry - pillows, delivery, mattress protectors, etc.

Every GWP Program event launches with a kickoff meeting designed to communicate the program details to the sales team. Special attention is given to highlighting the features, benefits, and true retail value of the giveaway offer. The key to success is that every salesperson knows how to strategically sell the GWP Program. As sales people get excited about the offers, their enthusiasm extends to the end consumer and helps drive sales.

To further promote the event, posters and tent cards are displayed in high traffic areas. According to Serta Mattress Company's Sales Manager Bill Lane, "The bigger deal we make over an event to both the sales people selling it and the consumers that come in to see it, the bigger success it becomes".



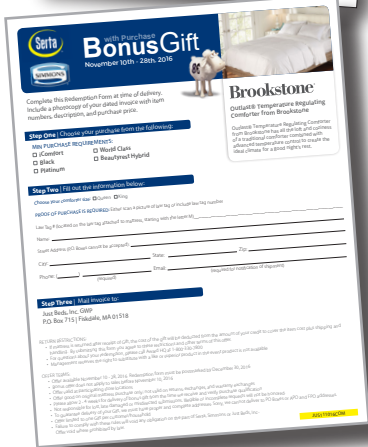
Results

Without question the GWP Program has been met with great success, creating enthusiasm amongst the sales team and enabling Serta Retail Customers to acquire competitor market share. In 2014, the Grovetown GA plant launched fifteen (15) GWP Programs generating 15% lift in sales for participating Serta Retail Customers. According to the ISPA Report, when compared with the same time period, the industry only reported a 5% increase in sales. In addition, the average unit selling price at participating Serta Retail Customers grew 22%.

Due to the programs proven success the Serta Central Region which includes Batesville MS, Beloit WI, Clear Lake IA, Cincinnati OH, Cullman AL as well as Grovetown GA, enthusiastically began offering GWP programs to their dealers, enrolling over 200 dealers many with multiple storefronts. Following the first 4 promotional events the Central Region realized an average lift of 13.5% when compared with stores who did not participate in the same event.

According to Serta Mattress Company's Sales Manager Bill Lane in Grovetown Georgia, "Our factory has had an incredible year in 2014 and the gifts with Purchase Programs created by All Star Incentive Marketing have been a strong contributor to this fact. These programs helped drive more customers into our dealer's doors, they helped our dealers stand out in a competitive environment, and it has created a ton of excitement on the retail sales floor! Consumers react extremely favorably to these programs and often times it is the main reason they choose Serta over the competition. I am always trying to make our dealers stand out and these programs help do just that!"

Custom designed GWP Programs separates Serta Retail Customers from everyone else in the mattress retail space. Offering unique brand name gifts to end customers, that others cannot source, gives Serta Retail Customers a competitive advantage in the market. One of the ancillary benefits to these programs is ease in program execution by Serta Retail Customers. Once they give the consumer the redemption coupon and instruct them how to complete, their task is done. All Star Incentive Marketing manages all design and program administration from inventory of giveaways to all customer service related issues – shipment tracking, additional data requirements, damaged gift, etc. GWP programs increase business!



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Engage.
Motivate.
Reward.

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All Star Incentive Marketing® is committed to helping businesses grow and thrive by **ENGAGING, MOTIVATING, and REWARDING** the people behind their success. We do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives.