

CONDITIONAL REBATE CASE STUDY

Ashley Furniture Homestore

Rebates

ABOUT

Texas A&M football fans had a good reason to celebrate after the team's 24-point win over South Carolina. But it wasn't just Aggie fans rejoicing. Ashley Furniture HomeStore in College Station saw huge sales when it offered its customers a FULL REFUND on purchases from August 16 through August 27 if the Aggies won by 10 points or more. This resulted in more than ONE MILLION DOLLARS in free furniture.

OBJECTIVES

1. Increase sales.
2. Generate publicity and awareness for the store.

STRATEGIES

- Secure promotional risk coverage from SCA.
- Offer a full refund to customers who purchase between August 16 and August 27 if Texas A&M beats the University of South Carolina by 10 points or more.

"Our customer base has been steadily increasing following our promotion, and we don't anticipate that slowing down anytime soon."



RESULTS

- Texas A&M won by 24 points, giving over 600 Ashley Furniture HomeStore customers full refunds on their purchases.
- Ashley awarded more than \$1,000,000 to excited customers.
- The store reaped millions of dollars in free publicity with featured broadcasts in media outlets like ESPN, Fox Sports, Yahoo, and Good Morning America.