



About Jenner's Home Furnishings

Jenner's was a 35 year old, second generation four store chain. Over the last 5 years the family eliminated 2 stores. The remaining stores were a full line design center and an outlet center located in Fort Mohave, Arizona. The family determined that after 36 years it was in their best interest to recover their investment and close

Phase I The Event Theme

After consulting with the family, HIFSales determined that it was in their best interest to conduct a "retirement" event that would be switched over to a "going out of business" event, a sale within a sale. The mother would be retired from retail and her son and daughter would relocate their family out of the area.



Phase II Messaging

HIFSales realized that it would be extremely important to tell a positive story and maintain respectful relationships within the community.

Retirement Party

As a result of the messaging, HIFSales used a "retirement party" concept to make a special announcement to the preferred customer base the first weekend of the event. This helped increase the community and customer base and create a positive message.



Phase III Advertising

HIFSales was able to market to the upper 30% of Jenner's customer base. This allowed for the inventory to be sold at a much higher margin throughout the event. Jenner's never had to "dump" any product at any time. HIFSales never used "pennies on the dollar" phrases as so typical in liquidation or GOB events.

Digital

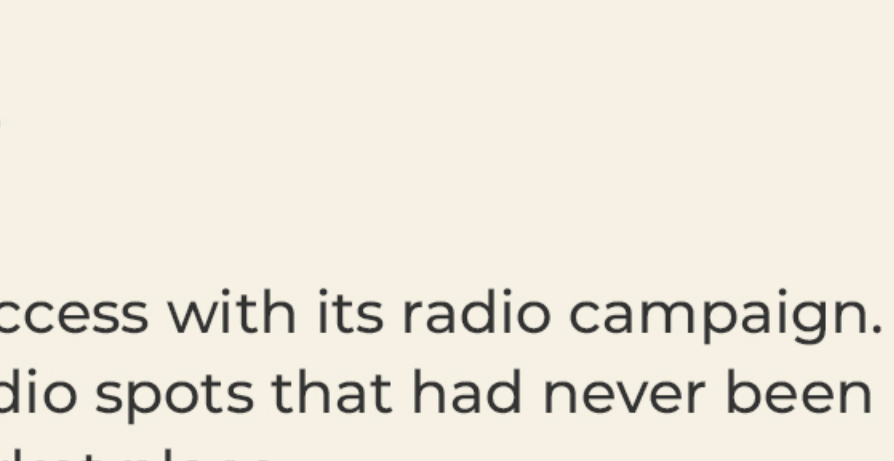
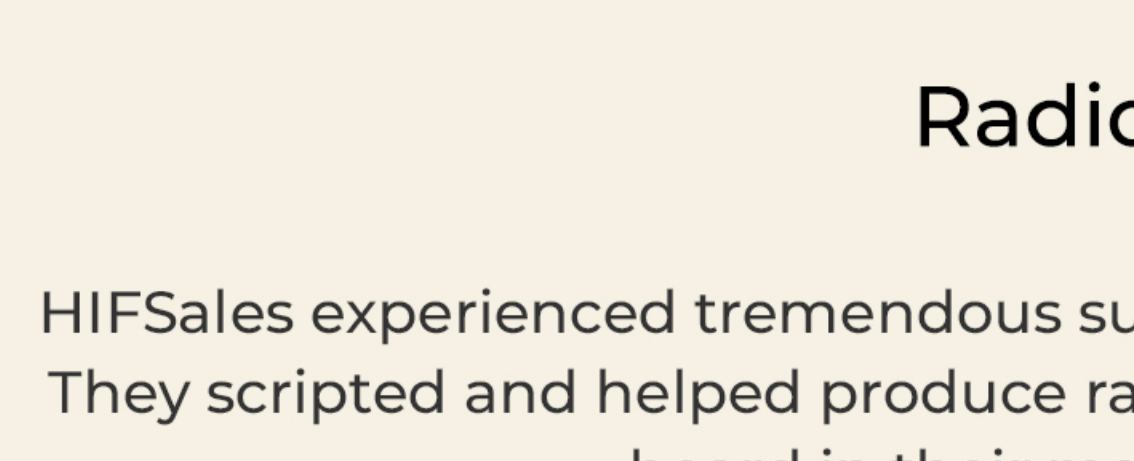
HIFSales created images for their website to enhance the message's reach. HIFSales also leveraged Jenner's Facebook following with posts to their customer base. HIFSales conducted an email campaign the first week. During the first weekend of the event, 40% of the foot traffic was determined to come through the digital advertising.



Phase IV Advertising

Direct Mail

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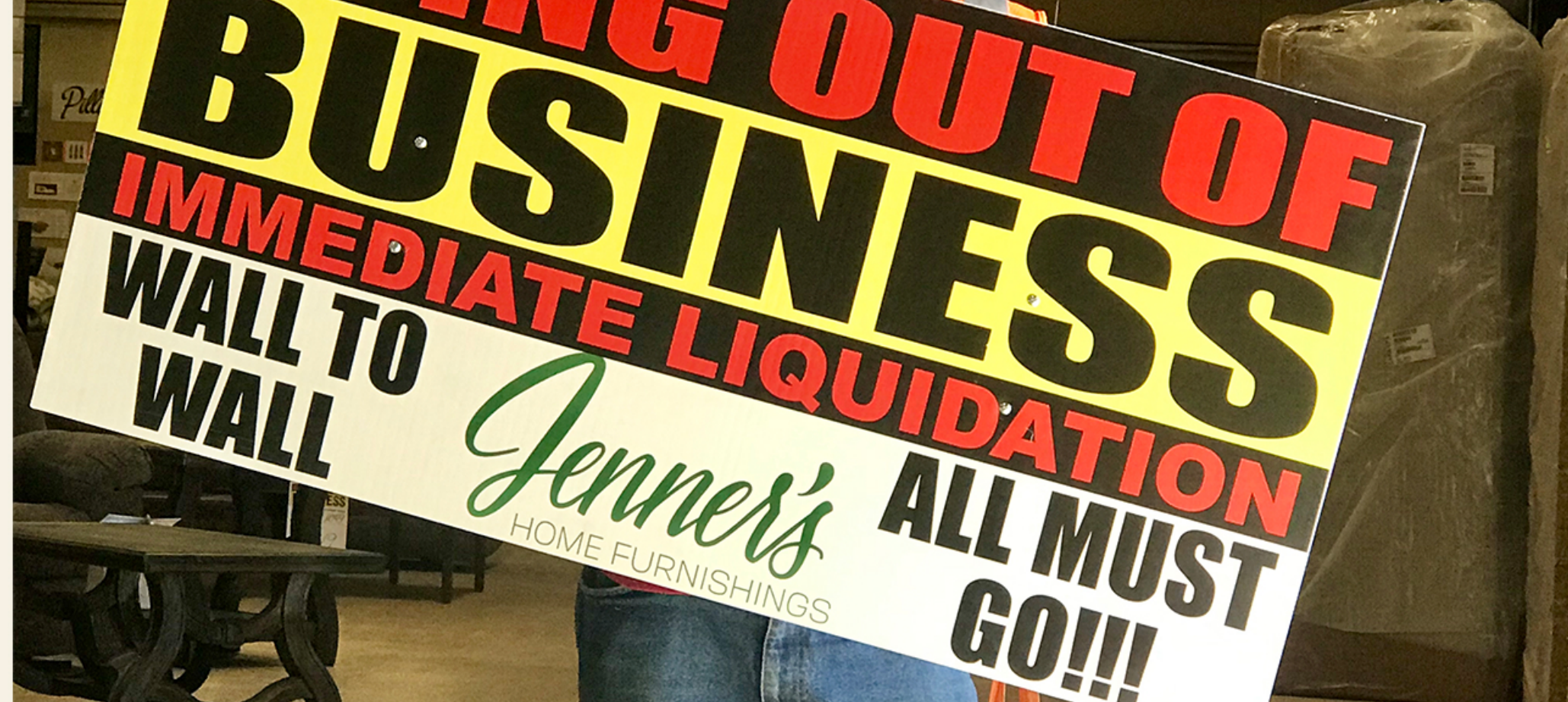


Phase V Advertising

Radio

HIFSales experienced tremendous success with its radio campaign. They scripted and helped produce radio spots that had never been heard in their market place.

They used the owner to answer question that were "asked" in the market. Trevor told the true story in his own voice with great suc-



Phase VI 14 Day Countdown

HIFSales conducted a count down through radio, Facebook live, Facebook posts, email and signage on a daily basis. The purpose of this was to bring in bigger tickets at a higher margin.



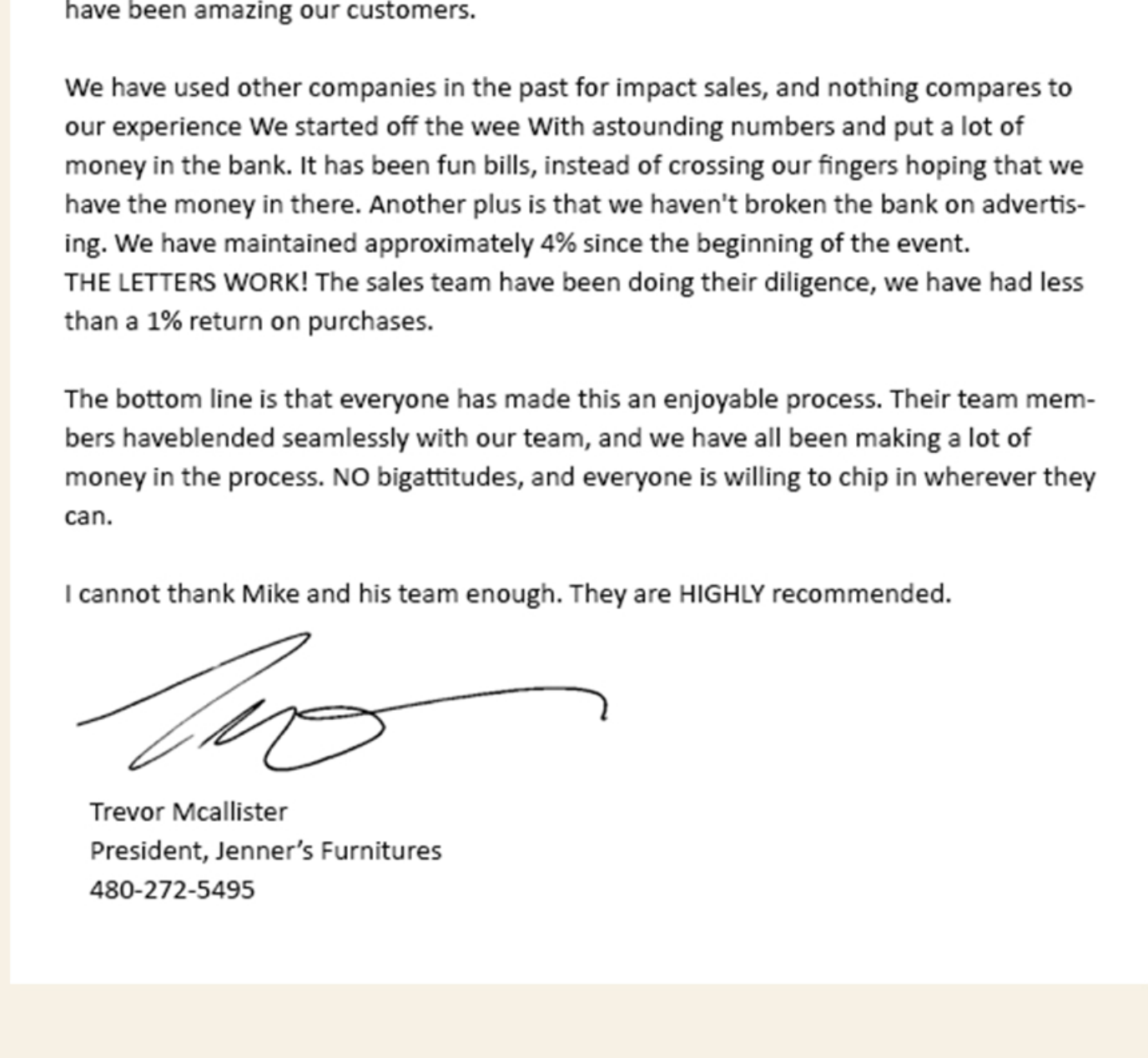
Results

Over the course of the event nine week event, HIFSales and Beckman! achieved the following together

6X times volume increase in sales. Well over 1 million in sale

6.5% advertising

Letter Of Recommendation



From Retailer Now

<https://retailernowmag.com/jenner-home-furnishings-new-beginning/>

From Mohave Daily News

http://www.mohavedailynews.com/news/end-of-an-era-jenner-s-furniture-ending-long-run/article_711a57e0-206d-11e9-b122-b3105d340903.html