

VACUUM CENTER

The Backstory

The Vacuum Center has been a landmark in the Columbia, SC metropolitan area for nearly 45 years, selling primarily the very high end German import, Miele™ vacuums, as well as central vacuum systems for homeowners.

The Vacuum Center's service department repairs all major brands, and is highly rated in several online review sites.

The Issue

Over the years The Vacuum Center's clientele had become older, and their purchases were primarily replacement bags and belts. Manager Mike Wilson is running a radio campaign to attract younger customers, but isn't seeing any significant change in store traffic.

The Solution

Chuck McKay records Wilson answering questions about vacuum cleaning, brands, hepa filters, and the expense of replacing a cheap machine. Those comments are edited into a series of five radio ads, which replace those currently running.

With no change in the cost of the advertising, over the next 30 days in-store traffic increases by 650 percent and net profit by 150 percent.

Mike Wilson, General Manager
The Vacuum Center
542 Knox Abbott Drive
Cayce, SC 29033