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Positive Results Case Study



Baesler's Market: Re-establishing Double Digit Sales Growth

Problem

Baesler's Market, a 110-year-old family-owned grocery, is known for the freshness of its foods and its superior customer service. Owner Bob Baesler moved the store from its historic corner location to a new building in 2000, allowing it to offer more items and greater convenience, then expanded that facility in 2005. While the store has been very successful in a market where it competes with several large grocery chains, owner Bob Baesler recognized that he was taking a scattered approach with his advertising by buying programs proposed by the media with no real plan. "At the end of the year," Baesler said, "We ended up spending considerably more money than we had originally planned for this kind of seat-of-the-pants advertising, and the results didn't seem to coincide with what we had paid for."

Solution

Television and radio spots and outdoor boards, which MillerWhite created and placed in the media, utilize the store's "Fresh Foods Fast" theme and logo for an integrated look. In an effort to expand advertising and make its weekly specials available to more customers, Baesler's worked with MillerWhite to distribute the weekly savings circular on its web site, www.baeslers.com. "By doing that, we actually increased our visibility to 18,000 customers," Baesler said. "Through extensive research we found that customers with a shopping list actually spend 40 percent more than customers who do not have a list. Knowing that information, MillerWhite developed an eGrocery list on our web page and customers are utilizing that. We're rewarding them with a dollar off, trying to get as many customers to come into the store with a shopping list as possible, and it has worked out very well."

Results

"As a small business person," Baesler said, "I didn't think we could afford an ad agency, but in fact after working with MillerWhite for three years we've been able to reduce our advertising costs, and I believe with more impact." When the new store opened it showed double-digit sales growth for the first few years. "The third year we actually dropped down into the single digits," he said. "It was at that time that we began working with MillerWhite with a more integrated approach to our advertising, and since then, in the last two years, we're back enjoying the same kind of sales we were experiencing the first couple of years we were open."