

# Case study: Gardner-White Furniture GARDNER-WHITE

Location: Detroit, Michigan

## The client

Gardner-White Furniture is family owned and operated, with 10 furniture and bedding retail stores in the greater Detroit metro area. Since they opened their doors in 1912, Gardner-White's mission has been unchanged: to offer the best deals on great furniture at a wide variety of price points. They also pride themselves on offering the widest selection of furniture throughout Michigan, with prices no other dealers can match.

## The challenge

During the financial crisis beginning in 2008, furniture retailers had experienced a significant downturn, with two of the three major chains in the Detroit metro area declaring bankruptcy. "We needed a differentiator in the market," explains COO Barb Tronstein. "With everything converting over to HD, the timing was excellent, and we jumped at the chance to partner with Best Buy Business and advertise free TVs with select purchases throughout our stores. Within the week of the others declaring bankruptcy, we had broken all records. It helped distinguish us from a sea of sameness in a time that was extremely business critical." It would only be the start.

## The solution

With the Best Buy Business Vertical Sales Leader's initial contact, a new perspective on the incentive marketing idea had begun. Though Gardner-White had done promotions in the past that included vacation packages, miscellaneous gadgets or steak knives, they were able to come in with years of promotional and incentive marketing expertise to help create exciting new promotional programs that featured the latest electronics, specifically TVs. Barb continues, "Our point of contact from the beginning helped us to evolve significantly over our nine-year relationship. It has since moved onto step-up walls, allowing customers the option to pick out bigger, better TVs with their purchases." Today, it continues with the help of our Senior Account Executive, Barb explains, "We're now launching a program featuring smart home products. It's about continuing to provide choices, so they're constantly looking for new ways to provide incentives for customers and listening to their needs to help keep things fresh and relevant."

With Best Buy Business, clients have access to tens of thousands of the latest electronics and must-have tech gadgets, and all from the top brands. It makes working with us for your promotional programs easy.

Another example of how we make it easy is through our redemption process. Fulfillment can be done through one of our 1,000+ stores at a local level, so clients don't have to make purchases up front and store the products on site themselves. It makes far less work for the client to manage, and it's convenient for their customers to simply go to their nearest Best Buy store using Store Pickup to redeem their free gift.

We also offer touchscreen solutions that enable clients to showcase their entire inventory digitally, so customers can experience the different pieces in a variety of styles, colors and settings.



Photo: Digital touchscreen solution provided by Best Buy Business inside a Gardner-White Furniture store.



Photo: Best Buy Business also provides other retailers' promotional customers Store Pickup through our redemption process. It's yet another convenient option offered.