

Reduced cost by **more than 50%** while improving results

BatteriesPlus. †

“ . . . Franchise owners are raving over the new spots . . . ”



“When we got that first call from Batteries Plus, we could tell they were looking for something out of the ordinary,,” said Michael Caughill, Partner at Third Person, Inc. “So we created an idea we knew they’d love. It turned out, we were right.”

In a creative shoot out, Batteries Plus chose Third Person over some of the Midwest’s top advertising agencies.

“We like to think of it as the way crowdsourcing should be done,” said Caughill. “Instead of asking the general public to create the campaign idea, we’re using their best content within our creative framework.”

The results are compelling...

The company’s name, their most important asset, is front and center through each commercial. Plus, the total

campaign costs are **more than 50% less than their previous production totals.**

“We didn’t have to shoot anything,” said Caughill. “Plus, since people posting videos online don’t usually expect to get much from them, we were able to use the videos pretty inexpensively. But the best part is that the spots got results.”

Batteries Plus franchisees loved the spots, and one of their early commercials got some unexpected attention from blogs — something that Batteries Plus has never before experienced from their advertising.

“All that attention translated into more brand awareness and store visits,” said Caughill. “Our client is thrilled, and we are too.”



www.third-person.com

@thirdpersoninc | info@third-person.com | ph: 414.221.9810