

**HAVE YOU EVER
WONDERED
WHY CHRISTMAS
TREE SHOPS
DISAPPEARED?**



Here's an inside story from someone who helped build the brand

Have you ever wondered why Christmas Tree Shops disappeared?



Thought you might find this first-hand information interesting.

Having worked on the launch of the "Don't You Just Love a Bargain?" campaign and its growth for many years, I thought you might appreciate this first-hand perspective.

Christmas Tree Shops didn't sell merchandise. **They sold their Emotional Truth™, the thrill of finding a bargain.** But unfortunately, **their new owners were more thrilled with "milking" the brand than growing it.**

Bed Bath & Beyond stopped advertising "Don't You Just Love a Bargain?" after they bought the (healthy) business in 2003. At the time **it was hard to understand why they drifted away from**

promoting the emotional “thrill” value that made the brand so special in the first place. Now I understand their strategy.

Reduce overhead by stopping advertising and rely on the brand's existing momentum. Unfortunately, that strategy didn't save BB&B either.

What a waste of a special franchise. We tested ad recall **10 years after the CTS campaign ended and more than 30% of consumers believed they'd heard or seen a "Don't You Just Love a Bargain?" ad within the past few months.** Many could still remember the jingle which was added to the opening of the spot to alert customers who might be in another room and were upset if they missed the latest bargain airing in the next room.

Lesson learned from Christmas Tree Shops.

**GREAT BRANDS
DON'T JUST OFFER
PRICES...**

**THEY OWN A FEELING, AN
EMOTIONAL TRUTH™,
THAT PEOPLE DON'T WANT
TO LOSE.**