

**CONDITIONAL WEATHER REBATE CASE STUDY****Simpson Furniture****Rebates****ABOUT**

Simpson Furniture found the perfect way to increase sales in a down economy - SCA's conditional weather rebate promotion! Customers were encouraged to make purchases during the promotional period in order to have the purchases rebated in full if it snowed two inches or more on January 14! SCA fixed Simpson's budget so that they were not on the hook for unexpected expenses.

**OBJECTIVES**

1. Drive sales of furniture.
2. Encourage customers to make their furniture sales at Simpsons rather than at a competitor's store.

**STRATEGIES**

- Ask customers to make furniture purchases during the week-long promotional period.
- Choose a day to measure for snowfall.
- Refund each customer's purchase made during the promotional period in full if it snows two or more inches on the designated day.

**"Our sales increased by 21% over the same time last year," said a Simpson representative.**

**RESULTS**

- Over \$120,000 in furniture purchases were rebated by SCA.