

EVENT BASED REBATE CASE STUDY

IOWA MATTRESS STORE
"COLLEGE BASKETBALL PAY DAY"

Rebates

OFFER DETAILS

- Qualifying purchases receive a full refund in the event Iowa or Iowa State wins the Women's College Basketball Championship
- Sales Period – 2/9/24 to 3/16/24

OBJECTIVES

- Leverage the excitement of college basketball to drive incremental sales
- Generate free advertising from local television and radio stations

SCOPE OF WORK

- Develop Official Rules
- Rebate Coverage – SCA pays for all refunds if either team wins.

"We've never done anything like this before, but both teams have a legitimate shot of winning the tournament. Like the rest of the country, I was captivated by women's basketball last year. What better way to show our support for the communities we operate in than by adding a little extra excitement to March Madness, while giving our guests the gift of a better night's sleep regardless of the outcome?"



RESULTS

- Sales tripled from the previous year
- Free Media Exposure – Iowa TV station KCCI news story (scan QR code for story)

