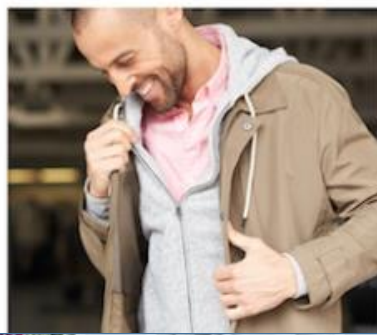
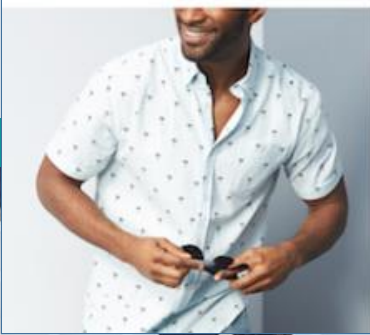




STITCH FIX

Account Executive: Cory Peterson, CBS Radio Sacramento

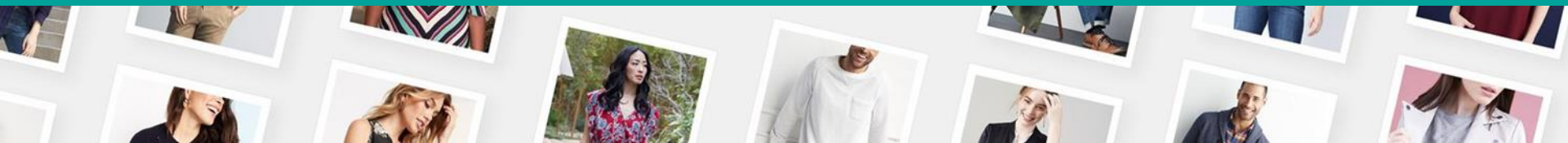
Presented By: Kasey Cain, CBS Radio Sacramento





How it all started:

CBS Radio Sacramento has 16 signature events that are all designed to be fantastic for listeners and clients. With each event there are a number of integrated branding opportunities to drive direct response or brand awareness to the consumer. Cory had been in contact with the Director of Marketing for Stitch Fix for a year and a half pitching our signature events when our Events Director presented us with new high end event opportunities that took place in Napa, CA. Those events sparked Stitch Fix's attention and they scheduled a conference call right away. The Napa idea was eventually ditched but then the Director of Marketing asked Cory if she could help her buy the entire country and if she could get it to her by the end of the day. Cory said yes, and within 4 hours had the deal done. It was signed the very next morning and went on the air the next week!



Client Objections:

- Multi-Market Reach
- Endorsements
- Overall Brand Awareness



STITCH FIX



Integrated Elements:

- 26 Markets
- Endorsements including Carson Daily on KAMP in Los Angeles
- Eventful Emails
- Live Events
- Mobile Geo-fencing; targeting malls and department stores



STITCH FIX

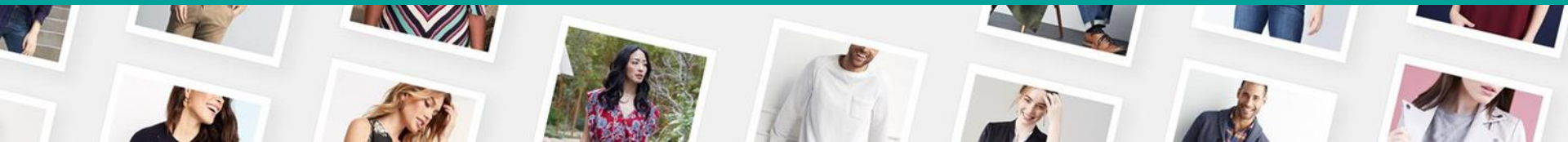




Carson Daily Sample Spots:



HEY LADIES, THIS IS CARSON DALY, ISNT IT A GREAT FEELING WHEN YOU GET INVITED INTO SUPER EXCLUSIVE CLUBS?! LET ME INVITE YOU TO STITCH FIX, STITCH FIX IS AN ONLINE PERSONAL SYLING SERVICE WITH REAL STYLISTS WHO HAND PICK CLOTHING JUST FOR YOU! HERE IS THE BEST PART, THIS IS NOT AN EXCLUSIVE CLUB! STITCH FIX IS FOR ANYONE WHO DOESN'T WANT TO SPEND THE TIME SEARCHING THE RACKS FOR THAT PERFECT OUTFIT AND ITS FOR ANYONE THAT WANTS TO TRY ON EVERYTHING IN THE COMFORT OF THEIR HOME, KEEP WHAT YOU LIKE AND SEND BACK WHAT YOU DON'T, STAY STYLISH IN YOUR BUSY LIFE WITH STITCH FIX THAT'S S-T-I-T-C-H- F-I-X DOT COM!



Total Pricing:

26 Markets

\$860,000 total

in brand new DIRECT advertising



Results:

The entire campaign worked so great for Stitch Fix that they had to hire an agency to handle the marketing because they couldn't handle that directly and the business any longer!



THANK YOU!

