



Dick's Sporting Goods

The Problem

Dick's Sporting Goods was opening their first store in a very competitive Jacksonville market. Sports Authority had established themselves for well over a decade and had multiple locations in across town. Dick's really needed fresh ideas for this grand opening, not the cookie cutter promotions of the past.



The Process

Rock 105 Account Manager Rusty Winter came to the pre-grand opening meeting with Dick's Sporting Goods store managers with an open mind and lots of questions. During the meeting he learned that Dick's had an amazing golf department that not only featured a pro on it's sales staff but a state-of-the-art golf simulator that allowed customers to actually play world renowned golf courses right inside Dick's Sporting Goods.

The Plan

The idea that the staff at Rock 105 came up with, was everything but cookie cutter. Dick's Sporting Good's Grand Opening coincided with one of Jacksonville's largest sporting events The Player's Championship. WFYV has been a radio sponsor of TPC for over 15 consecutive years. The plan was to have a long drive contest right inside Dick's Sporting Goods using their state-of-the-art golf simulator. The person with the longest drive during the weekend of the Grand Opening would win 4 VIP Benefactor Passes to The Player's Championship. 1st Tee, a Jacksonville non-profit organization that promotes the sport of golf to poor youths, helped out with keeping score.

The Performance

"We doubled golf department sales during a normal grand opening weekend, this promotion was a complete success", said an elated Mike Babcock, Jacksonville store Manager of Dick's Sporting Goods