

# BRADTHOMPSONCREATIVE

MARKETING & ADVERTISING COPYWRITING & CONSULTING

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## CASE STUDY: TERI/HOWIE TV CAMPAIGN CLIENT: RADIOSHACK



Challenged with reshaping the face of RadioShack from a stodgy, old parts and equipment store into a shopping destination, the celebrity duo of Teri Hatcher and Howie Long were the perfect answer.

For nearly five years and almost 50 spots, I helped put the couple in enough situations to make them a daily household gossip item and along the way we added celebrities such as Ving Rhames, Vanessa Williams, Daisy Fuentes and even baseball greats Alex Rodriguez and Cal Ripken, Jr.

Overall, the spots helped lead to 24 straight months of double-digit store sales and helped to successfully transform the image of RadioShack into a modern, fun brand.