



# CASE STUDY



## *Home Product Sales Beat Previous Records on QVC*



### SITUATION

Whether in store, online or through home shopping networks, distinguishing a brand's product among its competition, while illustrating that the product is a trusted and highly recommended brand among women, is a crucial factor for driving sales and loyalty.

PureCare earned the Women's Choice Award '9 out of 10 customer recommended' seal for their pillow and mattress protectors.

Product Video: *On-Air Presentation*



### SOLUTION

PureCare appeared on QVC and featured the Women's Choice Award seal prominently during their TV segment. In addition to featuring the seal, the host spoke about PureCare earning the Women's Choice Award as a highly recommended brand by women.



### SUCCESS

**Significant increase in sales from previous QVC segments** in which the Women's Choice Award seal and messaging was not leveraged. After mentioning that PureCare's products are highly recommended by 9 out of 10 customers, it was the "extra push" many consumers needed to pick up the phone and order.

"There is a huge story behind this product's success on the popular shopping network that completely ties into our female target market and the WCA. **We sold over 2,000 protectors in under 10 minutes—much more than we've sold in previous QVC segments in the past!**"

— Shana Considine, Pure Care

To learn how we can support your success, please call (954) 922-0846

or email [info@womenschoiceaward.com](mailto:info@womenschoiceaward.com)