

Results you can see a mile away.

Advertising Promotions Interactive Direct Response

+20%
increase in market share

Challenge:

To create awareness and sales for the new XTRA-Wide binocular from Bushnell into the college football market during 3rd and 4th Quarter 2000, with a limited budget.

Solution:

A humorous approach that appealed to male sports fans, our primary audience. Additionally, an interactive banner showed the product benefit using limited file space.

Results:

The program helped increase market share from 35% to 42% in a flat market. Sales exceeded projections by 20,000 units for the 5x25 model alone.

Bushnell®

Print Ad

Introducing XTRA-WIDE® binoculars. The world's widest-angle binoculars.

The next time you see a big play, GO WIDE with model easy XTRA-WIDE® binoculars from Bushnell.

With their unique super wide-field of view, XTRA-WIDE binoculars give you up to three times the viewing area of most regular binoculars! Their exclusive patented optical system makes a big difference for viewing football and other sports like football, baseball, soccer and auto racing. Don't lose the best events and moments!

Lightweight XTRA-WIDE® binoculars have multicoated optics for superior light transmission and reduced glare for clear visibility. And they come with a rugged and reliable strap.

For the location of a Bushnell XTRA-WIDE dealer near you, call (800) 451-3527.

BUSHNELL
HOW THE WORLD LOOKS®
www.bushnell.com



TV Commercial

(Most regular binoculars)

XTRA-WIDE from **BUSHNELL**

XTRA-WIDE FOR XTRA FUN! **XTRA-WIDE** from **BUSHNELL**

Animated online advertising