

SPONSOR: Worth Parfums Corporation

AGENCY: Direct

Capsule case history: The day after Jean Shepherd of WOR, New York, delivered two commercials on behalf of Worth Parfums Corporation, importers of fine French perfumes, 400 people went to B. Altman & Co.'s perfume counter. and the stream of people kept on until a grand total of 1,200 people were drawn to the department store as a direct result of Shepherd's two sales messages. Worth Parfums is not a large company and has a modest ad budget. The firm turned to radio because of the necessity for a limited campaign to effectively sell a quality product. "We desired an honest presentation in a manner that was appropriate for our product," explained Donald F. Landsman. "We did not want a 'spot,' a flash, or a quick, hard garble of words. Radio has been the answer to our very specialized problem." This experience on WOR has proved to Worth Parfums that a mass-appeal radio station can really sell a class product. "The response was sensational," said Landsman.