



MPD VENTURES

CASE STUDY:

THE MADDOX SHOP

A Fresh Attitude & Makeover for a Venerable Brand

How MPD Ventures Helped Modernize a Dallas Retail Legend



PUBLICITY
BRANDING
MARKETING

For more than 80 years, when Dallas women needed the best-fitting, highest-quality, custom-tailored intimate apparel, only one shop would do: The Maddox Shop, which since 1961 has been a retail mainstay in Casa Linda Plaza near White Rock Lake in East Dallas.

By 2014 the store was living with a dated brand and facing declining sales. By 2017 – four years into the partnership with MPD Ventures Company – The Maddox Shop had marked its best overall year of sales in nearly a decade.

A STORIED HISTORY

The Maddox Shop was founded in 1934 by Peggy Maddox, a pioneering businesswoman who launched a home business hand-making surgical garments, back braces, abdominal belts, corsets, and girdles for people who were living with the devastating effects of polio. After the torch was passed to Peggy's daughter-in-law, Doris Maddox, the shop became famous for its expert bra fittings and alterations, as well as for being one of few shops in the city specializing in custom lingerie and breast prosthetics for women who had undergone mastectomy surgery.



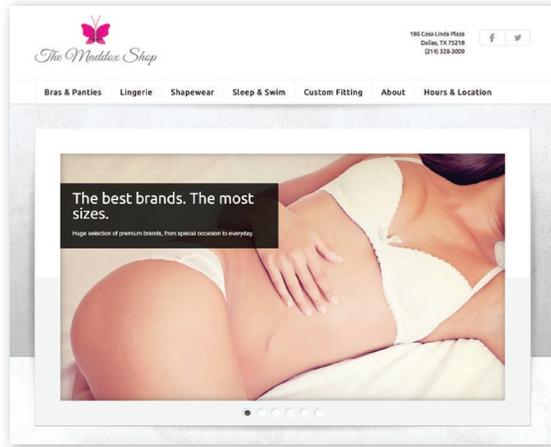
Since the late 1980s, the business has been owned and operated by the store's former accountant, Mark Snyder, and his daughter Jessica, who have continued providing custom alterations and serving patients with medical needs, while expanding the store's offerings with a wide selection of beautiful lingerie, bras, swimwear, and sleepwear in hard-to-fit sizes from AA to N cup sizes and bands up to size 54."

"We've got fourth-generation shoppers and grandmothers bringing their granddaughters into the store for their first bras," Snyder says. "We've become known for our wedding intimates, as our alterations team can rebuild any bra to work with any dress. We're also proud of our ability to serve women of every size and every life stage."

TIME FOR A CHANGE

While The Maddox Shop has long remained the go-to intimates stop for Dallas women "in the know," by 2014, the Snyders were seeking a marketing partner to help move the business into





a new growth phase. Although the venerable retail institution had earned decades of repeat business from loyal customers, the shop was somewhat of a hidden gem with a dated brand (and, worse, a reputation as an “old lady store”), and sales had begun to slow.

“Back in the ‘60s and ‘70s, everyone in town knew about the shop, but that wasn’t the case anymore,” Snyder says. “We wanted to reduce the trend of falling

sales, and we felt like we needed to change our image and reach a younger audience.”

It was time for fresh branding and a marketing makeover, and the Snyders chose MPD Ventures to lead the charge. Like any mom-and-pop retail business, the shop had a limited marketing budget. So, MPD Ventures vowed to make sure that every penny would have an amplified

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impact. “Paige Dawson, the owner of MPD Ventures, and her team work like a well-oiled machine,” Snyder says. “After our first few meetings with the team, a plan was put in place. Paige was always available, and the other team members specialize in design, marketing, social media, digital, and other aspects. Their team concept is one of their best assets.”

The first order of business: MPD created a brand image for the stalwart retail presence, including a new logo and visual branding with a distinctly boutique look and feel. At the same



time, MPD Ventures helped the team refresh the store's interior with signage and cosmetic improvements, creating a more modern feel that would appeal to all generations.

The re-branding carried through to The Maddox Shop's online presence. A website redesign featuring a clean, contemporary look and photography showcased youthful models wearing classic styles with a sexy edge. The introduction of social media channels and email marketing further allowed the store to connect with customers and prospects online.

The MPD team also created co-marketing partnerships and pilot programs with manufacturers, doctors' offices, and a fitness center in the shopping center as well as explored charity connections with The Family Place, Susan G. Komen, and area churches.

CAUSE FOR CELEBRATION

Because 2014 happened to mark the store's 80th anniversary, it was the perfect time to celebrate the longstanding business and its fresh look and feel. MPD Ventures helped The Maddox Shop host a party at the store, provide customer appreciation gifts, and create targeted public relations outreach that earned excellent feature coverage in *The Dallas Morning News*, the *Lakewood/East Dallas Advocate* magazine, and others.

For decades, business at The Maddox Shop had relied on word-of-mouth, so the growth strategy also included several

efforts to raise the business' profile. MPD Ventures placed

print ads and launched an e-newsletter and robust social media program on Facebook and Twitter, helping thousands of existing and new customers access discounts and stay closely connected to the shop. By 2016, The Maddox Shop's Facebook page had almost 2,000 followers with a 4.8 star rating out of 5 stars.



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Customers who opted-in to receive communications from the store received 20 percent off their total purchase promotions. Such monthly outreach efforts appealed to current clients and drew in new customers, who were excited to find a lingerie shop that still offered a personal touch, a vast range of sizes, and the knowledgeable customer service that results in truly comfortable, perfectly fitted undergarments.

Another MPD Ventures innovation was the shop’s first-ever customer loyalty program, which was warmly received by longstanding and new customers alike. What started out as a punch-card reward system soon became the shop’s current digital reward system, which tracks customer contact information, rewards purchases, and allows for customer outreach by email and text to keep buyers engaged and promote sales throughout the year. Loyal customers also receive birthday emails with 20 percent off coupons, so they can treat themselves to a special gift.



Thanks to MPD Ventures’ ongoing public relations efforts, in 2015, The Maddox Shop was featured in a local CBS article on “Best Places to Buy Swimsuits in DFW” and on *CultureMap Dallas* as one of “Five Best Stores for Naughty and Nice Lingerie.”

Raising the profile of one of the city’s most beloved but best-kept secrets, MPD Ventures was able to help the shop get free media coverage in another exciting way: A 2017 Valentine’s Day product segment on the local ABC affiliate’s *Good Morning Texas* show.

“MPD Ventures helped us put together a truly last-minute fashion show, after a producer wanted some models and merchandise for their next program,” says Kandy Kennemer, who spent a decade as The Maddox Shop’s general manager. “Within 24 hours, we gathered models and merchandise, ready to walk the runway at 7am that next morning. The exposure was fabulous.”



STEADILY RISING SALES

Once MPD Ventures was engaged, sales at The Maddox Shop quickly began to surpass prior years' sales and continued on a steady upward trend every year. **Over the period of working with MPD, sales increased by 22 percent.**

In 2016, sales were up over 2013 and 2014 every month of the year. Five of those months were the best since 2009, and four were the best since 2008. By 2017 – four years into the partnership – The Maddox Shop had marked its best overall year of sales in nearly a decade.

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Snyder continues, “As a small business owner and an accountant, one of the most striking and valuable aspects I found in working with MPD is their business mindset and acumen. The entire team was focused on delivering the most value and being the best stewards of our budget. We had a smaller monthly budget, and they really worked wonders to offer advice, prioritize campaigns, and measure results.”

“MPD Ventures’ efforts definitely turned our downward sales trend around,” Snyder recalls. “MPD had a big impact on bringing back our brand name recognition. They were always available when we needed them, and we just felt like we were all a team.”

The surge in sales was just one piece of evidence that the strategy was working. Customers were also engaging with the shop on social media; eagerly participating in the customer loyalty program; and flooding into the store to redeem coupons and shop sales promoted through the website, newsletter, and social media ads.

“MPD Ventures definitely has their finger on the pulse of trends in marketing,” Kennemer says. “They have a really good sense of what is appreciated by the customer and were always good about putting in little notes of encouragement to women across the spectrum of sizes. They made sure customers knew what was on sale and when. When they put out a coupon, we saw a hearty uptick in traffic in the store. MPD is very cognizant of what women need in a modern intimates shop, and they were exceptionally professional and a tremendous asset for us.”

