

### **Tradition in the Marketplace**

The scene is familiar around the world. Mary Smith enters a retail store looking for the perfect gift for an anniversary or family birthday. Attracted to the music boxes, she finds just the right one, only to turn over the price tag and decide that a box of expensive chocolates would be a much more sensible gift.

Customers like Mary Smith are often viewed by retailers as hopelessly frugal. However, recent studies indicate that tradition may play a key role in purchasing a music box.

<b>Country</b>	<b>Gross Sales</b>	<b>Units Sold</b>
Brazil	560,000.00	9,000
England	1,250,000.00	10,000
Holland	2,400,000.00	20,000
Norway	960,000.00	4,800

The above table lists the average price customers paid for a music box in several different countries. In those countries where the music box is seen as a good investment or a gift of quality and tradition, the average price is significantly higher.

With these facts in mind, the Marketing Department is developing a new ad campaign that emphasizes the idea of the music box as a treasured heirloom (much like a diamond ring or cedar chest).