

OVERSTOCK.COM

Gets Real with Joey + Rory



above: Joey + Rory's tour bus with an Overstock.com wrap. Joey + Rory film the "If Not For You" commercial for Overstock.com.

by BOB DOERSCHUK

When Rory Feek, one-half of the husband-and-wife duo Joey + Rory, asked **Overstock.com** Creative Director Alan Bunton if his reason for inviting them to serve as spokespersons for his company was that they'd won top honors on CMT's "Can You Duet" talent search in 2008, the answer he got was a surprise.

"He said, 'I don't really care if you're famous or not,'" Rory recalled. "What matters to me is that you're a married couple in love, chasing a dream, living in the country with a little bit of land and a garden and some animals. All across America, in every little town, deep inside, we all have those same dreams, no matter where you're from. To me, you represent that America."

Rory and his wife Joey Martin know that America well. The farmhouse, the cozy country restaurant — Marcy Jo's Mealhouse — that Joey runs with her sister-in-law Marcy and stocks with homemade bread in tiny Pottsville, Tenn., and the barn before which the husband and wife share a private moment, all depicted on their Web site, are theirs in real life. That, even more than the talent displayed on their Sugar Hill/Vanguard Records debut, *The Life of a Song*, was what persuaded Bunton to reach out to them.

Timing was important too. The company was in the process of adapting "At Home with the 'O'" as the slogan for its new advertising campaign when Bunton caught the duo on "Can You Duet." Within days he was at their farm, getting to know them, explaining the mission of **Overstock.com** to serve as "an outlet mall to the consumer via the Internet" and working out their arrangement directly with Rory.

They began by shooting a series of commercials. One titled "Love Song" captures a typical day, with Rory phoning his wife from the porch of their house to sing part of a song he'd just written for her; smiling, she orders a gift guitar for him via **Overstock.com** while listening to his performance. On "If Not for You," targeted to the Christmas season, we see the restaurant glistening with holiday decorations and filled with friends, to whom they hand out gifts ordered from the online retailer.

This partnership manifests in other ways too. These have included an **Overstock.com** wrap on their 1955 tour bus as well as a page at **Overstock.com** on which viewers can play the commercials, read about and leave messages for the duo and order CDs.

"We do the right thing for our customers and our employees, simply because it's the right thing to do," said Stormy Simon, Senior VP of Marketing & Customer Care, **Overstock.com**. "And Joey + Rory live the right way, not because anybody is watching but because it's the right thing to do. People know the difference between real and not real, and these two wonderful people are the real deal."

JoeyandRory.com, Overstock.com