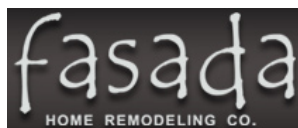


“Everything you need to get the sale!”



Q&A WITH IVICA JUKICA

OWNER OF FASADA HOME REMODELLING CO IN OAKVILLE, ON

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“We wanted to stand out from other businesses in our industry. We also wanted customers to recognize the name Fasada when thinking of doing home renovations.”

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We wanted to promote certain products in the store, so we had special discounts plus the free trip if the customer met a minimum purchase requirement of \$4000. We featured this in a radio ad as well as on our website. We had a “special offers” page, with details of the offer and images of the possible destinations that the customer could go to with this promotional program, and we also posted our radio ad on there so our customers could listen to it.”

RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

“Yes, definitely, the results we had were great. My sales staff were excited and enthusiastic and they would agree with me when I say that these trips are great closing tools that help us stand out from others in the industry.”

RESULTS

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS OVERALL ON A SCALE OF 1-10, AND WHY?

“Your products and promotional materials were very effective, I'd give them a 9/10. The price was very reasonable and worked within our budget, we've had to keep ordering more because so many customers are excited and want the trip! It's helped us close a lot of deals, I'm very happy with it, and we'll continue to use these to promote different products around the store!”

