

“Everything you need to get the sale!”

Q&A WITH ROD RAMSEY

OWNER OF NORTHERN STAR BROADCASTING
IN SAULT ST. MARIE, ON



KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“We wanted to promote our radio station so that we’d get more people in our community to tune in, as well as getting more businesses to advertise with us.”

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We arranged a “trip giveaway contest” with one of our clients, a local bar, so that every Friday we were on location giving away one of these trips. The free Vegas trips were advertised on our radio station for ten consecutive weeks. We put up the marketing materials you provided all over the bar, it looked great!”

RESULTS

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

“Yes! Our client was very happy, it brought them more traffic, more sales, and it definitely created awareness for our station! It was a lot of fun, and the winners were extremely happy, of course! Our client told us that the promotion was fantastic and these trips were definitely of great value and worth every penny!”

SATISFACTION RATING

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

“I’d give you guys a 9, you guys are great! The follow up I got from your company was amazing. We’re planning on running this at least twice a year, and we have other restaurant and bar businesses that are interested in running similar promotions with us. We’re also interested in using some of your other programs with different destinations as well.”