

“Everything you need to increase sales!”



Q&A WITH SAMMY KARAJA

OWNER OF BOREALIS DIAMONDS



KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING ODENZA'S PROMOTIONAL PRODUCTS?

“In addition to increased sales, this promotion really helped us advertise the location of our store. I couldn't believe how many customers would come in and say they didn't even know we were located here to begin with. Having something to let people know where we're located is very important to us.”

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We gave away a free trip to everyone who made a minimum purchase of \$2000.00. We also used one of the trips for a prize draw at our other location, which I felt was a really good idea to get customers excited.”

DID YOU RUN A CAMPAIGN OF ANY SORT TO PROMOTE YOUR PROGRAM?

“Yes, we ran radio ads and featured the promotion in the newspaper. We also put up posters at the front of the store on all five of our larger windows.”

RESULTS

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

“Yes, it's very strange, we're in the middle of downtown and people drive by everyday, but they don't even notice that we're here. Giving out free trips to Vegas or Mexico is something really big, and people actually talk about it. Several people came in and said they had heard from friends that we were giving out free trips. We've never received this many referrals!”

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■ BENEFIT

WHAT DID YOU FIND PARTICULARLY BENEFICIAL ABOUT THIS PROGRAM?

"The marketing materials were great; everyone who was walking by and had not heard the radio advertisements would come in and ask what was going on, especially about the vacation. They definitely helped us out tremendously.

"The be-back cards were really neat and the newspaper ad that Odenza designed for us was really nice, it definitely stood out. The colours and the graphics that Odenza used were awesome! Some of the customers even came here with the actual advertisement in their hand, which was really nice to see.

"The be-back cards were very useful because we would give them away to anyone that came in and was unsure, and they would always come back and buy - it was a great tool!"

■ SATISFACTION RATING

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

"I would say 10. The program is excellent and the price on the certificates was amazing for such an effective package."



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