



Bathrooms | Kitchens | Laundries

CCLP Enterprises Pty Ltd

ABN: 72 632 844 190

BSB: 016-375 Account No: 471647927



Cerámico

Tiles & bathrooms

Radio Advertising

As a new business opened in July 2019 we knew it was important to get our name and brand out there as quickly as possible, we explored many avenues and decided that Radio advertising and especially advertising on a local station like Wave 917 & Coast FM was the best way forward.

We started off with the basic branding package and Almost immediately we noticed a spike in our google ratings and customers through the door, our turnover almost doubled in the first 3 months.

On the back of this we decided to take the next step and sponsor the Wave Words competition which has been a great success, we believe radio advertising has helped us become an established business in a fraction of the time it would normally take a new business, We have had local trades who we know coming In to our showroom saying "I'm sick of hearing you on the radio" which to us is a sign that the advertising is working and we are in people's heads and ears.

We believe that Advertising on the Wave and Coast will be key to our continued success.

Regards

Paul O'Driscoll
Director

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