

**West Coast Radio**

141-143 Mandurah Terrace  
Mandurah

**Date:** 9<sup>th</sup> August 2022

**To:** potential advertisers,

When my wife Mel and I decided to enter the retail market with a new skincare brand, we knew it was going to be difficult. Skin care is a very competitive market with many well-funded players.

We had to play to our advantages and what better advantage than your own hometown. Advertising with West Coast Radio scratched that itch, in the space of 4 weeks they raised our local profile to the point that we have become a known brand in our community.

Our sell through in our retail outlets has increased and we are now seeing regular walk-ins to our shop.

We spent a lot on social media advertising that never increased our profile as much as radio did for a fraction of the cost.

If you ignore radio and believe social media is the way to go, your missing out.

The people at West Coast Radio have been fantastic to work with, from all aspect; their DJ's, street crews, on air promotions, awesome sales team and production of our ads was first class.

I have no hesitation in working with them again in the future and recommending them to new advertisers.

Best regards,



Mark Chapman  
Clean & Pure Pty Ltd  
Mandurah