

From: Mike Singleton <mike@specializedgaragedoor.com.au>

Sent: Wednesday, July 3, 2024 7:49 AM

To: Hayden Cooper <haydenc@coastradio.com.au>

Subject: Re: Testimonial

" We are a family business and like all businesses allocate a budget for advertising. We considered various ways to reach our audience and wanted brand awareness so we decided on radio advertising.

We were unsure how effective this would be but we needn't have worried.

From the outset Wave were very professional. They offered us several packages and we decided on the package that was right for our business. We were actually surprised at how affordable it was.

After discussing and agreeing the advert content within days we were given a demo of the ad. Within a week we were live on air which was very exciting. Wave were very upfront and clear that the advert would need to run for a period of time to gain traction. To our surprise the advertising took immediate effect, initially a slow but steady increase in enquiries. 12 months later with a vast increase in enquiries we are now expanding our business much quicker than we had expected.

We have found the key benefits are brand awareness and customers having confidence in the company which we believe keeps us in front of our competitors.

The fantastic team at Wave have gone above and beyond to make this radio campaign a success. They keep us regularly updated on air times which allows us to monitor the best times we go to air.

We have recently refreshed the ad thanks to their input and enthusiasm which keeps it fresh and varied.

We would like to thank all of the team at Wave for their ongoing support and we look forward to another great year ahead!"

Regards

Mike and Julie

Mike Singleton

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