



Rija Enterprises
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Clark Rubber Halls Head
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Testimonial

Thank you Ana for all your assistance over the last 18 months. Our two focused Prime-time Special campaigns have helped our new store build its way up from ground zero. We have gone from every second customer telling us "I didn't know you were here" to becoming a destination store in our field, and are happily seeing customer's from the old Mandurah store returning to Clark Rubber in Halls Head and telling us how happy they are to have us back in the area.

For our campaigns we put a focus on our custom made-to-order cushion service, where we offer completely bespoke cushions for your boat, caravan or outdoor entertaining area - and got immediate responses! The production team were so efficient and helpful with creating our script and guiding the energy of the ad. And we were SO EXCITED when we heard our little ad on the radio for the first time. The day after our first ad went to air we had a customer come in and specifically tell us "I heard your ad on the radio, so I'm here to get a quote on some cushions for my caravan". We were absolutely stoked that we were able to reach these customer's that would not have known about us, or the service we offered otherwise.

After this financial year we were able to compare our sales to our previous financial year and were so thrilled to see that our made-to-order service had grown by 120% - a result we can certainly attribute to radio advertising.

Not only did we see an increase for our custom cushion service but for the business overall with foot traffic increasing by 40% over the previous year.

We are really looking forward to continuing to utilise radio marketing for our business and hope to broaden into some more consistent branding and explore other exciting opportunities.

Elissa & Grant Heffernan

Store Managers