

To Whom It May Concern

RE: Radio Advertising – Climate King - Orange

Last Christmas, 2012 we approached our local Radio Station (2GZ/StarFM –Orange) and requested that they create a radio commercial to help generate and maintain sales over the Christmas and summer season. What we wanted was a commercial that was both fun, informative and yet captured the spirit of Christmas.

The commercial that the account manager Dean Watts, came back with was perfect. Firstly it stood out on air...amazingly so. I was amazed at how they could source the music and create a jingle/commercial that was familiar, topical and incredibly infectious in such a short time. The Tune was so infectious that we often discovered staff and customers humming the tune, long after the commercial had aired – much to their mock annoyance.

In fact we had so many positive comments that we quickly updated the commercial to include additional offers to help customers enjoying free hams.

In addition, because this commercial had such a seasonal aspect approach to the production we are now privileged to be able to OWN this jingle and concept for all future Christmas promotions. And so we look forward to recording more updates and singing along with this commercials for many, many more Climate King Christmas's to come.

On behalf of everyone here at Climate King - Orange, including our staff, family and friends, and our customers, we'd like to thank the Creative and Production team for their work – and wish them well for this year's ACRAS - in our books these guys are already winners!

Yours sincerely



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REFRIGERATION & AIR CONDITIONING