



Wamberal Florist



To Whom It May Concern

RE: Radio Advertising

Hi my name is Mark Jarvis from the award winning Wamberal florist on the Central Coast Highway and in my opinion, the guys at Southern Cross Austereo Gosford are simply the best. Last year I began looking for a way to advertise my business. I wasn't sure what I was looking for but I needed something to help make my store stand out from the competition. The idea that was presented to me by the station had me, as the "Hero" of the story. Me! Someone with absolutely no experience working in radio. I was concerned, After much hesitation I went into their studio and voiced a commercial. I was nervous, but the guys walked me through the production process and made it easy. And then I heard the finished product. I have to be brutally honest. I didn't like it at first and almost cancelled. But after much deliberation took a risk... and I'm glad I did because people absolutely LOVED the commercial absolutely loved it! Customers stopped in just to talk to me. Strangers stopped their cars, got out and came in to the store just to say hello – overnight I became a sort of instant celebrity – brilliant! And then imagine my surprise when the commercial later went on to become a "Sirens" finalist. Since then we have made numerous commercials using me as the "Hero" and just recently we ran a "Mother's Day" commercial and recorded record sales. And all thanks to a thirty second commercial that was written especially for me. That creative team is, truly, truly fantastic.

Yours sincerely



Mark Jarvis
Managing Director/Owner
Wamberal Florists
Central Coast