

METRO NETWORKS CASE STUDY

SAWYER'S EXTERMINATING

Objective: For branding and sales lead generation.

Strategy: Capitalize on the Spring season with a 4-week campaign highlighting common pest problems in the commercial copy.

Results: The client said this was his most successful electronic campaign in 25 years of advertising, and plans to run the same campaign again in 2Q2001!

Copy:

Billboard: THIS _____ REPORT IS A SERVICE OF SAWYER'S EXTERMINATING.

Commercial A: DO YOU HAVE ANTS IN YOUR PANTS? HOW ABOUT YOUR WALLS? STOP PEST PROBLEMS FAST WITH THE BUG BEATERS, SAWYER'S EXTERMINATING. CALL 454-3880, AND TAKE BACK YOUR HOME.

Commercial B: DO YOU HAVE BEES IN YOUR BONNET? HOW ABOUT YOUR BACKYARD? STOP DANGEROUS PEST PROBLEMS FAST! CALL SAWYER'S EXTERMINATING NOW AT 454-3880, AND

TAKE BACK YOUR HOME .

Specializing in
Pest Control
for over 60 yrs.



May 25, 2000

Ms. Natalie Campbell
Metro Networks
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Rochester, NY 14604

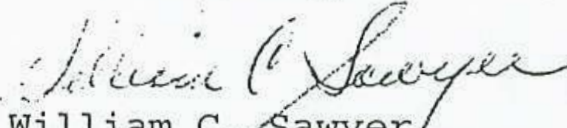
Dear Natalie,

I don't often write letters of recommendation but I feel that you truly deserve one.

I have advertised on radio and television for over 25 years but I have never had as much feed back from an advertising program as I have had from the 30 day program you put together for us in April. I can't tell how much business is directly attributable to the advertising here in Rochester, however our Batavia office has noticed a definite spike in calls from the Buffalo area even though our ad program only ran in Rochester.

I'm impressed and I wanted you to know it.

Very Truly Yours,


William C. Sawyer
President