



*"We hear people say all the time...you guys are the E-Z Breeze window guys on WOWO! That's interesting because we don't advertise anywhere else. I think we got that name recognition from being consistent"*  
 ~Craig Spaulding - Owner



## challenge

*"Our biggest marketing challenge is to find customers interested in more than just a cheap price. We do premium work, with quality products at a fair price and we guarantee our work. You don't usually get a guarantee with a cheap price. "*

Brown Construction is a small family owned business based in Hicksville, Ohio and is the largest dealer for E-Z Breeze windows in the entire region.

## ACTION steps

### The Plan

The marketing campaign designed and implemented for Brown Construction has run exclusively on WOWO using 'testimonial' style ads by Pat White and Charly Butcher. The plan is based around consistency. The message changes to be compatible with the seasons, but commercial messages are scheduled every week, all year long.



## Process

*"We got a lot of good information out of the Elm Street presentation from WOWO. It helped us realize the importance of developing a marketing strategy for our business."*

At Federated media we start by identifying Key Marketing Challenges, then using those to develop a strategic Marketing Plan for the business. Final decisions are based on business goals, supported by market research.

## Performance

*"We started in the early days with WOWO and we've never stopped. In business, if you're doing something that works, keep doing it."*

*"Testimonial ads are a little more expensive, but they have been very effective for us. I think consistency is the key to our plan. I can't stress that enough. We've been on pretty much every week with the WOWO guys for the last 8 years."*

~Craig Spaulding - Owner