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Rob Fouts
Fouts & Son Advertising
8051 Mechanicsville Turnpike
Mechanicsville, VA 23111

Victorian
Fireplace Shop

3121 W. Broad St.
Richmond, VA 23230
804-355-1688
www.GasCoals.com

Dear Rob:

I'm writing to tell you how much I hated your idea of doing live radio remotes for our Grand Opening.

You also deserve my apology, in writing.

I was wrong, you were right, and I'm glad I listened to somebody else's advice for a change. Like many of your clients probably do, I figured since I know more about my customers and products that I also knew more about advertising than you do. So I'll say it again. You were right, I was wrong.

Thank you, thank you for convincing me to do the live and pre-recorded radio remotes for our Grand Opening last month. As you know, we have an upscale business and I was concerned that a radio remote would compromise that image and make us sound like a used car dealer. Not that that's a bad thing, just a very far stretch from *our* image! I also didn't want to participate in the commercials myself, feeling like a hired "professional voice" would do a better job. I didn't like all the radio stations you suggested for us. I didn't even think radio was the right media to use for our products since I feel that it's a warm, "touchy-feely" type of product. In fact, I really didn't like anything about your live radio remote concept. But I had to figure a way to get word quickly to our customers that we'd moved our store at the dumbest time of year for us to do it, and your suggestion to do the radio campaign could be implemented quickly and for a reasonable price.

Against my own instincts and only because you're a pretty sharp guy that I've known for a good while, I trusted you with my image and my lean advertising budget. If you'd gotten it wrong, our Grand Opening would have been a complete failure. But an hour after we started, the parking lot was full of cars, they were parking up and down the street, and the extra 10 people I'd conned into being in the store to help customers that day were too few to handle the crowds you brought in. Our sales on the Saturday of our Grand Opening were very good, but were even better 2 days later when customers came back to shop when we were less crowded. WRVA has a wide reach, I guess, as we had a couple drive down from the DC area to make a purchase.

You're probably asking yourself why I'm writing to you, nearly 3 months later, to compliment your wisdom. It's because I had customers in today and I asked the obvious "so, how'd you hear about us?" and they said they heard us on the radio the other day. Now, I know we've not been doing any radio spots since the middle of October. Unless WRVA has a REALLY long reach and the commercial is still being heard 3 months later, I think it must be that the radio worked, they liked the format, the message was memorable and the customers visited us to buy something.

That's the best I could expect from my advertising. Since you'll enjoy it, I'll say it again.

You were right. I was wrong. And I thank you for not giving up when I said I didn't like the idea, and for being the kind of guy I can trust with my image and my advertising dollars. So let's get together to plan our radio spots for our Winter Sale!

Warm Regards,
Karen Duke