



Date: 12/28/2015

Grocery Store: Vons
Customer: Eddie Bautista
Business: Eddie Rooter Works
Address: 1324 W L St, Wilmington, CA 90744 - US
Phone: (310) 261-8937

Comments:

Thank you for getting me set up as the exclusive plumber at Vons in San Pedro. I must say I was pleasantly surprised to notice calls from this area not long after my billboard posted. Like you told me, they did not say they saw me on the shopping carts. A couple said they found me on Yelp. Considering I'm usually number 17 on the Yelp list I know they have many choices before they get to my name. I do very little advertising and I work all over the area. Given these calls came from the neighborhood close to Vons I believe name recognition from my cart ad really boosts recognition of my company. I used the photo of my trucks in the ad and now that I'm working in the neighborhood more often I hope to see even more results!

Signature: Eddie Bautista

The advertisement is a rectangular graphic with a blue and red color scheme. At the top, a silver faucet is shown with water dripping into a small green plant. To the right of the faucet, the text "EDDIE'S ROOTER WORKS" is written in a bold, blue, sans-serif font. Below this, a red banner contains the text "DRAIN CLEANING SPECIALISTS" in white, followed by "Serving San Pedro For 24 Years" in a smaller white font. The central part of the ad features a white van with "EDDIE'S ROOTER WORKS" and "SPECIALIZING IN DRAIN CLEANING AND ALL YOUR PLUMBING NEEDS" printed on its side, along with the phone number "(310) 261-8937" and the website "www.eddiesrooterworks.com". A yellow starburst graphic on the right side of the van says "10% OFF When You Mention This Ad". At the bottom, a blue banner reads "ALL YOUR PLUMBING NEEDS" in white, and a red banner at the very bottom contains the phone number "310.261.8937" and the website "WWW.EDDIESROOTERWORKS.COM" in white. A small "ICAL 2162 0015" is visible in the bottom right corner.