

Mr John C. Nisbet  
Managing Director  
Big Screen Advertising  
139 Richmond Road,  
Richmond SA 5033

18 May 2009

Dear John,

We would like to thank you for introducing us to cinema advertising for the very first time. We have always used creative advertising such as the press, TV and radio. So when we spoke about the opportunity of going to the cinemas we had an open mind.

In 2007 we introduced "video gait analysis" which films the customer walking barefoot on a treadmill, and through analysing the way their feet position on the ground we are able to correctly recommend the most appropriate sports shoe for their individual needs. We were advertising on TV when you came to see us, but not specifically the 'video gait analysis' so as you can appreciate we were keen to push this onto the 'big cinema' screen to help drive new business and sales.

We opted for a 15 second digital commercial at two screens at Wallis Mitcham, and one 15 second digital commercial at Wallis Piccadilly in North Adelaide. The results were instantaneous! Within a couple of weeks of the first screenings, customers came into our Pirie Street store, and our Harbourtown outlet seeking out the video gait analysis.

As you can imagine we are thrilled with the response. We pride ourselves on providing excellent customer service and having the biggest range of athletic footwear in Adelaide, and in these tough economic times we rely on advertising to get results, to be cost effective and hit our direct market.

It has been a pleasure dealing with you and Julian Saliba, and your production of our ad was outstanding and highly professional.

I would be happy to recommend your cinema advertising to any business, and we look forward to a long and rewarding relationship with your company in the future.

Yours sincerely,



Gia Warhurst  
Director  
Joggers World™ Group