



November 14, 2013

Mr John Nisbet  
Director  
Big Screen Advertising

Dear John and Team at Big Screen,

It's been 5 years now since my debut advertisement appeared at Wallis Cinemas in Mount Barker.

The impact the advertisements have had on the brand awareness for my boutique agency in the Hills over this time has been phenomenal.

I have enjoyed the advantages of exclusive use of all 7 screens since inception, something Big Screen continues to honour after all these years to their credit.

The most recent digital release which contained a personal interview regarding the success of my business, has drawn significant interest from the general public, previous clients and buyers alike.

This particular advertisement has resulted in a dramatic impact on business and the perception from locals of me personally.

Becoming a 'Household Name' is the pinnacle of any business, whether it is large or small.

As the face of my business, its spokes person and marketer, I am now enjoying the spoils in this regard.

The recognition from children is instant, they have no filter. The recognition from adults can be hilarious. I'm thrown quotes from the advert (priceless), had people make comments like "even film stars have to wait in queue at Kmart", been asked how the market is going from complete strangers, and the absolute highlight, and when you know the plan has come together, is when someone walks up and says "You're Sandra Berry the Real Estate Lady"

I am particularly shy when I am not in my work groove, so at first this was all overwhelming.

Now it's become part of my life and I accept the comments graciously and with confidence in the knowledge that Big Screen Advertising continues to be *"The Best Move I've made"*.

In appreciation of your expertise, guidance and professionalism

Sandra Berry,  
Director

