

SLUMBERWORLD

SUPERIOR QUALITY MATTRESSES

ABN 14 259 791

Mr. John Nisbet
Managing Director,
Big Screen Advertising,
139 Richmond Road,
RICHMOND. S.A. 5033.

6th March, 2012

Dear John,

Whilst I have the opportunity I am writing to thank you for all the assistance you have provided us with our cinema advertising in our local community. I know that it took a couple of visits from you John before we decided to take on the advertising but in the end Noel and I believed that it would be advertising from a different perspective to radio and print media and maybe that would be a good thing? I am so pleased that we did go ahead with it!

We have had very positive feedback from our customers who often comment that they saw us at the cinema, which is great. I also feel that now that we are in our second year of advertising with you the 'branding' is actually setting into peoples' psyche. As you know, at the end of our current ads the last vocal part is a 'yawning' sound. Noel and I have been to the cinemas and each time we have, the younger viewers all let out a 'yawn' in sync with our ad which is very amusing and puts a big smile on our faces!

As you are aware we do most of our dealings with Julian Saliba and we find him at all times an absolute pleasure to deal with. When we are producing the advertisement nothing is any trouble with Julian and he always works with our interest at heart. The service and professionalism that Big Screen Advertising provide is excellent.

I would have no hesitation in recommending you to any other business that would be considering cinema advertising as you have always maintained a professional, caring and friendly approach with us, which is exactly our philosophy when running our business and we are convinced that the results speak for themselves.

Thank you again John and Julian and we look forward to speaking with you soon.

Kindest Regards,

Jan Primmer
Partner/Manager
Slumberworld Geelong