



Harold Wimmer
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Dear Prospective Marketing Keys Client,

I'm writing to you today to recommend Roger Keys and the services of Marketing Keys to your business. After working with Roger for more than 2 ½ years, I'm convinced of his ability to bring fresh ideas to our organization and a media buying edge we simply wouldn't have on our own.

As President & CEO of the American Lung Association in Greater Chicago, it's my responsibility to our donors to make sure our advertising dollars work as hard as possible. Roger's knowledge of and connections within the media industry allowed him to secure over 500 additional PSA spots during added value negotiations in addition to awareness opportunities like including our materials in thousands of radio station giveaway bags.

Roger doesn't play it safe with traditional media and encouraged our organization to explore new avenues to reach our target with out of home advertising like billboards and CTA buses – both of which stayed up well beyond our scheduled flighting. We successfully reached a target audience who may otherwise have not been exposed to our message.

We're constantly measuring the effectiveness of our advertising and our clients to the Illinois Tobacco Quitline, 1-866-QUIT-YES and donors to our Vehicle Donation Program website, www.giveacar.org, mention advertising sources as what drove them to action. We know without the help of Marketing Keys placements, our call volume and web traffic would not be as significant.

We hope you'll consider Marketing Keys for your business solutions – it certainly worked for us!

Sincerely,

Harold Wimmer
President & CEO
American Lung Association in Greater Chicago