



Recently, we were looking at a way to make Paul Davis a household name anytime a disaster hit home. Branding the name of Paul Davis as the restoration expert in every area of disaster, from flooding to fires, and keeping top of mind awareness was important to us.

Our reps from WMEE and WQHK took us through a consultative process to keep us on top of consumers' minds when our services were needed. They started off the meeting with some ideas, which were researched beforehand and their objectives were on target with our needs.

When we saw the plan there was a detailed analysis of how to approach our target audience. Everything was upfront and ready to go to help with making our decision. It made for an easy process.

The campaign is ongoing and we're really excited to see the end result. We've been working together throughout the campaign to tweak anything necessary and stay on track with our objectives. We appreciate the consultative approach and look forward to working with WMEE and WQHK on future endeavors.

Sincerely,

Shelly Koelper
Bob Sterling