

SERVICES:

Picture Perfect WINDOW CLEANING LTD.



BACKGROUND

Shopping Mall: St. Vital Centre
Location: Winnipeg, MB
Time: October 2013 (4 weeks)



STRATEGY

Picture Perfect wanted to increase brand awareness across the city and to push their fall residential window cleaning service. They used Portray to showcase a 10% service discount in the most visited place in south Winnipeg. If the ad was mentioned at the time of sale, then the discount was honoured. The number of discounts redeemed was used to track campaign effectiveness.

RESULTS

7
New
Neighbourhoods
Acquired

300%
Campaign
ROI

Picture Perfect
WINDOW CLEANING LTD.
Servicing Winnipeg and Surrounding Areas since 2003!

COMMERCIAL & RESIDENTIAL SERVICES INCLUDE:

- INTERIOR & EXTERIOR WINDOW CLEANING
- EAVESTROUGH CLEANING

(204) 781-0802
Mention this ad to receive 10% off your fall cleaning

www.pictureperfectwindowcleaning.com

“Portray Advertising provided access to mass marketing for a low cost. My brand awareness increased locally and I was able to acquire repeat customers in new neighbourhoods.”

Dylan Dufort, Owner, Picture Perfect Window Cleaners

WWW.PORTRAYADVERTISING.COM