



Business Building

CLIENT:

NEW AGE PULMONARY SERVICES



Wayne Perkey



Bob Sokoler

BUSINESS PROBLEM:

New Age Pulmonary Services needed a low cost strategy for reaching older adults with their message about sleep apnea solutions.

PRSTORE SOLUTION:

A low cost overnight radio campaign featuring older local celebrities who actually use N.A.P.S.' product.

RESULTS:

Ongoing significant sales increases.