

SmarttNet

Complete Internet Solutions

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SmarttNet named happy winners of News1130 radio advertising prize – for immediate release October 30, 2009

Internet company SmarttNet has been named the winner of News1130's Burnaby Board of Trade (BBOT) draw prize for two weeks of free radio advertising. Much to their delight, radio listeners will soon be able to hear all about "getting clicked" and the fact that SmarttNet is spelled with two 'Ts' in the middle.

After setting up a meeting with News1130, the two companies strategized a radio ad that would tell the story of successful Internet marketing (namely search engine optimization) with SmarttNet. Many revisions were made and it was finally decided that SmarttNet's motto, "get clicked" would be emphasized.

"We are really excited to be reaching out through a new medium (radio) and are looking forward to how it'll help spread our message among businesses," says Martin Wong, Chief Marketing Officer with SmarttNet.

It is hoped the ad will bring a heightened awareness of SmarttNet as an Internet marketing company - one that is able to bring a return on investment to businesses through their Web sites.

Of course, there was the slightest problem of just how to say the word "smartt." It's not "smart" you see, but rather "smartt" – with two 'Ts' at the end, the way the folks at SmarttNet spell it.

However, in order to make it very clear to all audiences who listen to the ad, News1130s creative team came up with a script and voiceover that continuously emphasized the phrase: "SmarttNet – with two 'Ts' in the middle."

Listeners excited for the ad's launch can expect to hear it on the 1130 AM dial in the coming weeks.

For more information, contact joyce@smartt.com or call 604 630 7579.