Re: Griffin Wink Case Study

April 11, 2018

To whom it may concern:

GriffinWink brought new and innovative ideas to represent our business ethics and model, they listened to what we wanted to convey and then made those ideas come to life. They were realistic with goal setting and accountable with data and feedback. They were able to think outside of the box and bring a creative spirit that conveyed our message adequately to the consumer.

GriffinWink always acted professionally and above reproach. We shopped multiple companies before deciding to begin a relationship with GriffinWink and I am glad we choose them. They did a great job for us and provided a quality, effective, catchy product each time we worked together.

Looking back, I would say most of everything was effective, in advertising you can never say all forms are always 100% fool proof. There is trial and error, but I would say the vast majority of the marketing we brought to market via GriffinWink was effective while working with our vision.

GriffinWink helped us grow in multiple ways; we used new forms and documents that GriffinWink prepared, we used social media, YouTube, blogs, billboards, shirts, vehicle wraps, radio, Pandora, TV and Cable. Through this vast means of communication we were able to grow our business and cross market with our sister companies.

I highly recommend GriffinWink, Class Act, good people, they do what they say they will do, easy to work with.

Sincerely,
Russell Radney
General Manager, A&R Mechanical Services, Inc.
2013-2017

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