

qqq
by Qq Qq

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Dear Fleetwood sports

Thank You for your correspondence on the ratings about new radio host. We have received your request on the update concerning show rating host. We understand that you have been patient and eager to know more about the latest ratings. Late last year on December our company bought ads and expected to feature new radio host early this year. However, it is sad to inform you that according to the latest ratings we have realized many categories of our ads are below our expectation. By this time we understand you need better ratings compared to those which

were previously earned. However, we regret to inform you that the new host has not been able to air the ad spot. In regard the new host, there is a lot of controversy. It had previously performed poorly in another city. However, earlier you had insisted that the host was terrific and thus expected to see higher ratings which are not the case at the moment. This might have caused a lot of inconveniences in your biking, and high tech campaigns for young audience since the ad's time slot appears to be low that what you expected. You were so optimistic that the new hosts could make ad spot have higher ratings but this has turned to be a nightmare. Therefore it could have been better if you had carried out investigation behind controversy earlier mentioned concerning this new host because it has become the root cause of low ratings. I suggest that for your new ad to appeal to more than 50 audiences you need to consider the following. First ensure you're the ad is educative to the target, relate it to the brand(s), be true and suggestive and have conviction value to have longlasting impression on audience .To appeal the ad spot to you audience I would suggest if you could consider likeability, persuasion and shareability of the ad spot among the youngsters.

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