



**DENNEBOOM**

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*Denneboom's Custom-Fit Radio Buy  
Hits Spring-Time Home Run for Mortgage Alliance*

**March 19, 2009.** The Mortgage Alliance nation-wide spring radio campaign has proved to be a huge hit with Canadians, defying the doom and gloom pervading the real estate market.

In just its first 10 days, traffic to the Mortgage Alliance website spiked 41% from the same period last year for its network of franchised and independent mortgage brokers. With 1,600 consultants across the country, Mortgage Alliance is Canada's largest network of mortgage professionals. The strong radio creative drove listeners to [www.rightmortgage .ca](http://www.rightmortgage.ca).

The campaign's success is a result of two critical components; 1) Denneboom Media negotiated and purchased airtime on 51 separate radio stations in 18 markets on an individual basis creating efficiencies and adding value that can only be achieved through local negotiations and strong relationships, 2) A timely message, delivered by Michael Bequette, Mortgage Alliance President and CEO, that resonated with Canadians.

Negotiating directly with stations, regardless of their market size, paid dividends. "Because of our direct buying approach, all of the stations gave us advertising over and above the paid for commercials, whether it was bonus spots or web exposure or special sponsorships," said Linda Burrows, a senior media advisor with Denneboom. "It was more time consuming but the end results speak for themselves."

"Denneboom's smart and meticulous media planning and negotiating combined with breakthrough creative has helped put Mortgage Alliance top of mind with consumers during this all-important spring sales period," said Louie Bettio, Marketing Director of Mortgage Alliance.

**About Denneboom**

Denneboom is an independent, Canadian owned and operated media agency offering innovative media planning and buying solutions to a diverse group of clients. Denneboom provides a unique agency model of senior, experienced media professionals working hands-on and day-to-day on client business. Clients include-the AGO, Bacardi, Mortgage Alliance and Scotia iTRADE.

Denneboom recognizes that different advertisers buy in different ways and for that reason has developed a web based media planning and buying service for do-it-yourself advertisers. The web service, often referred to as "Expedia for media", makes the buying

of advertising space more convenient for buyers and less costly for sellers. For more information visit [www.denneboom.com](http://www.denneboom.com).

**About Mortgage Alliance**

As the largest independent brokerage in Canada, Mortgage Alliance has a simple mission and vision. We are an independent team of mortgage professionals that has achieved national presence through the recruitment and development of entrepreneurial people. We strive to provide the optimum environment and resources, enabling our national team of mortgage professionals to deliver choice, convenience and counsel to mortgage consumers.

For more information:

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