

CUSTOMER INTERVIEW

Pete Hexter, BRAX, Ltd.

"In less than 12 months, our school business has grown by over 400% and we contribute 90% of that growth to the recognition gained through PTO Today."

– Peter Hexter
Partner
BRAX, Ltd.

What is your role at BRAX, Ltd.?

Partner.

How and when did you first hear about PTO Today for advertising?

Through an agency.

What were your advertising goals when you first started advertising with PTO Today?

Expose our fundraising program/brand to the grammar school market and activate request for program information.

How did the PTO Today advertising team partner with you to help you achieve those goals?

A comprehensive plan was created by the PTO staff which included a range of communication elements that focused on positioning our program at critical decision making times of the year. We provided a budget number and requested that we be provided with not only with the maximum exposure for our investment but the opportunity to have measured results on what elements generated the best ROI.

What PTO Today advertising vehicles do you use now? (PTO Today magazine, Expos, Card Deck, Online, Buyer's Guide)? What are the results?

We tested all vehicles but the card deck which will be added to our PTO Today media lineup in the fall of '10. Every medium we invested in exceeded our expectations. It was the best, by far, advertising return we generated in 2010 on all dollars spent.

In your opinion, how has advertising to PTO and PTA leaders through PTO Today helped you grow your business?

In less than 12 months, our school business has grown by over 400% and we contribute 90% of that growth to the recognition gained through PTO Today. We will be doubling our PTO Today advertising dollars in 2010 to a six figure number.

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The School-Family Connection
www.ptotoday.com 800-644-3561