

# Stopping the Show

At first, there were only a few businesses handling cremation metals recycling. Suddenly there were many. One of the original players, Progressive Environmental Services, needed to call attention to the fact that they were the only firm that was a true metals refinery, where all the others were merely “middle men” between the

*LA ads’ fresh ideas and committed partnership helped create unprecedented traffic and lead generation. They’ve been responsive to our every request and brought us ideas that we never saw coming. It’s the kind of teamwork we depend on.*

— Sheldon Goldner, CEO

crematory and the refinery. And they wanted to tell this message boldly at the upcoming NFDA Convention in Nashville.

To make their booth stand out while calling attention to the fact that only Progressive was the “Real Deal,” we turned to Nashville legends Willie Nelson and Dolly Parton...sort of. We hired celebrity look-alikes to be photographed with the visitors. Then, we publicized the booth in advance of the convention through email and digital ads to generate maximum traffic and leads. At the booth, photos with the “celebrities” were instantly uploaded to Progressive’s Facebook page, the only place guests could find and then download their photos, while providing our client their contact info. While guests waited patiently for their photos, sales reps talked to them to pre-qualify prospects, and Progressive captured hundreds of new leads during the event. It was without question the single busiest booth at the convention and the greatest lead-generator for Progressive. *[See results top right]*

**OVER THREE YEARS:**

YOY customer base increased by +20%  
YOU inquiries increased by average of 22%  
YOY revenue increased average of 17%

