



Company
Address 1
Address 2
Town/City
Postcode

4th March 2010

Re: Testimonial for DAA Ltd

Lafarge are the world leader in building materials operating in 75 countries. Our Aggregates & Concrete division currently operate in over 200 sites in the UK, producing and selling building materials to contractors and the cash sale market.

In such a highly competitive industry and in the current economic climate it is imperative that we make it as easy as possible for our customers to contact us whilst minimise the amount of time we spend as a business managing our advertising campaign.

Throughout 2009, we experienced several service and invoicing problems with our appointed advertising agency so took the decision to invite '*DAA Ltd*' to pitch for the appointment for 2010. Following a very professional pitch we duly appointed '*DAA Ltd*' and have experienced an exceptional level of service.

Becky Daw (MD) and our Account Manager dedicated a great amount of time and effort to organise the advertising campaigns for our three product lines whilst adhering to our requirement for separate invoicing by product line, something that our previous agency was unable to do effectively. In terms of invoicing, '*DAA Ltd*' provides full transparency of advertising costs and fees in the form of a simple annual schedule which is very easy to manage. With a high level of specialist knowledge, the company will readily make suggestions for alternative advertising streams whilst maintaining regard for budgetary restrictions. Finally, Lafarge have had a great deal of interaction with the company and feel that any industry changes are communicated well and any queries have been responded to very quickly. I would recommend '*DAA Ltd*' to you without reservation.

Yours faithfully,
Lafarge Readymix Limited

Scott Bradshaw - Commercial Co-ordination Manager

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