



On Mar 20, 2013, at 3:57 PM, Jennifer Brandt wrote:

I just talked to Dr. Chotiner and he is thrilled with the response from WINK. The majority of the calls are coming from WINK... about 90%.

We are completely inundated with phone calls from the radio spots. We're going to need to cut back on the frequency... can we do Mornings one day and then afternoons the next? We'll have to extend the campaign an extra week or so, but right now our coordinator can't keep up. We're thrilled!

Will you write some kind of proposal for some ongoing commercials?

Thank you,

Jennifer Brandt
Director of Marketing and Communications Memorial Eye Institute