



Top Drawer Media is a multi-disciplinary media agency that spans all forms of media planning, buying and management, both digital and traditional.

Top Drawer Media has been very successful in assembling a stable of credible clients, however we wanted to aggressively grow the business as we saw a need for their unique approach to media in the marketplace. The purpose of our call campaign with Lead Generators International (LGI) was to implement a pro-active initiative to contact potential clients with a value proposition that would introduce our company and our capabilities and have these prospects engage us in further discussions.

LGI contacted C Level (Chief Marketing Officer, VP Marketing, Director Marketing) Executives of the largest companies in Canada (based on their annual advertising spend and gross annual revenues a list LGI sourced). Generating Leads was no easy feat, with a myriad of Gatekeepers, Executive Assistants, and voicemails to navigate passed, but LGI most certainly delivered on their guarantee of qualified leads with these C Level Executives!

With LGI we had their whole team behind our campaign. Even LGI's President was providing daily updates to us on our campaign progress.

For any Media agency looking to increase their revenues we highly recommend the services of LGI! The value and professional representation we received from LGI was worth every dollar we invested with them.

Very best,

STEVEN ARONOVITCH

Vice President – Top Drawer Media