



★★★★★★ The Reviews Are In...

Our organization had put off SneakerRadio for a few years opting instead to use flat screen TV's in our stores for sports, color, movement and even breaking news. Within our own family there was not agreement to move to SneakerRadio. However, when we did, staff, managers and family all agreed SneakerRadio's benefits, value and brand recognition far outweighed our use of in-store cable television. If you want to hear how well the program works for our New Balance stores, give me a call or email me and I'll give you the whole story why SneakerRadio works for us.

Randy Brown

Owner Brown's Enterprises

Nothing offered by Muzak, DMX or XM satellite comes close to the tone and targeted programming that SneakerRadio offers. SneakerRadio was built from the ground up to reach our customers and staff in a fun and entertaining way. It synergistically combines music, branding and New Balance marketing messages into a single voice that is perfect for all NB store locations. This level of customization is not available anywhere else. Our customers love the program and our sales associates appreciate how it helps reach customers and improve their shopping experience. If I were to spend the money and resources to create a custom radio program to play in my stores it would sound just like SneakerRadio. The programming geniuses at SneakerRadio have already done the job for me: the right idea that works!

Mark Allard

Owner New Balance Raleigh NC, New Balance Durham NC

When customers come to our store, the SneakerRadio messages they hear reinforces that they have made the right decision to shop here. For us, branding our New Balance store is a primary objective. SneakerRadio does that at every turn. The DJ's and program content remind our customers where they are and how to achieve the perfect fit. SneakerRadio goes way beyond what playing a local radio station or other music can do.

Molly Jackson

Owner New Balance Sarasota, New Balance University Park Florida

SneakerRadio provides our New Balance store in Annapolis with a sophisticated way to communicate with our customers. The music and NB branding is right on the money. Before SneakerRadio the music that played in our store was a collection of inappropriate CD's and local radio stations that most of our customers would never have listened to. Now SneakerRadio controls the quality and messaging which helps our bottom line. My manager said the self-installation kit was a breeze and he had it up and running in our store in just a few minutes. For just a few dollars a day SneakerRadio can have a big impact on your customer experience and with coop coverage from New Balance it will have a small impact on your budget.

Robert Bridges

Owner New Balance Annapolis MD

We are committed to using SneakerRadio in all our NB stores. Not only is the program perfectly tuned to our customers but special information like 'Foot Facts' educates and informs our customers. SneakerRadio also has the added benefit of training our sales associates right on the sales floor about important technical fit and performance points when selling New Balance product.

John Strojny

Owner New Balance Delaware, New Balance Brandywine, New Balance Washington DC, New Balance Tysons Corner VA, New Balance Richmond VA

We tried SneakerRadio in our King of Prussia Mall store and quickly signed up our other two locations. Now that we're using the program in all our stores it's become integral to our marketing plans. The way SneakerRadio ties into New Balance national marketing is very helpful and now that it qualifies for 100% coop the program is a must. SneakerRadio is our smallest marketing expense that has had the biggest impact in our stores!

Geoff Rabinowitz

Partner New Balance King of Prussia PA, New Balance Cherry Hill NJ, New Balance Mount Laurel NJ

Over the years I've tried many music services to try to create the perfect atmosphere for my New Balance customers. None of the 'off the rack' solutions seemed to fit and when I had my sales associates bring in their own CD collections I quickly found out their tastes are not necessarily those of our customers. Customer response to SneakerRadio has been enthusiastic. The between the songs messages and 'shoe talk' reinforce what our sales associates have to say and compliments New Balance marketing objectives. I'm an old 'Shoe Dog' that knows how to sniff out a good program when I see (or hear) it. SneakerRadio gets the job done for us!

Mike Pape

Owner Rudolph's Shoes - New Balance Omaha NB

When we started playing SneakerRadio in our store it made us sound like part of something bigger and better. Now we sound like we're playing in the same league with the big boys! SneakerRadio is perfectly synchronized with our full marketing program at North Shore and it complements the marketing messages coming from NBAS. Every store should use it. For just a tiny amount of our coop allocation we get a huge bang for our buck with SneakerRadio. It's the cheapest marketing expense with the biggest ROI we have going.

Allen Adelman

Owner New Balance North Shore Highland Park, IL