

Spirit of the Lake Native Boutique

Video Clip 7: Commercial

Tasha: Me and my staff, we went and got our hair done. We got it braided by another local Indigenous entrepreneur, and just kind of... We did the commercial, and with that \$3,000 that was just, like, maybe 10% of what my sales were. Like, it brought in so many... It marketed so much from the... I think it said 1.2 million people from Revelstoke all the way down to Oliver. And just getting that... And it was on, I think, eight times a day.

Q: Wow.

Tasha: And right from November 1st, it launched... Or November 2nd to December 23rd, and it just brought... That first two weeks of the commercial, it brought in... My sales were minimum \$1,500 a day. So, it really made up for the summer months, that commercial. And that's something that I might even do for spring or for summer.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.