

GUELPH'S 'QUEEN' OF MARKETING: HOW BIG WISH'S REGINA SCOTT IS BUILDING HER EMPIRE - ONE PERFECT PROMOTION AT A TIME

BY CHRISTIESEN



Big Wish Marketing's Regina Scott pounding the pavement downtown

LOCAL ENTREPRENEUR REGINA SCOTT – FOUNDER & OWNER OF **BIG WISH MARKETING GROUP** (CHAMBER MEMBER SINCE 2012) – IS A PARADOXICAL FIGURE. On the one hand, she's respected communitywide for her keen ability to promote the heck out of hundreds of clients (including 50+ new clients this year alone!) with high quality promotional products, gear, swag, and (seemingly) anything else her clients can dream up. And yet on the other hand, Regina is an incredibly modest individual who feels most comfortable out of the spotlight.

As she notes during our chat for this article: 'This is the first time since I started **Big Wish** almost ten years ago that I've even *considered* getting my story out as an act of self-promotion. And even now it feels strange. I'd honestly rather see my clients shine than talk about myself or **Big Wish**. And besides, having my clients talk positively about – and wear – my

business is a much better form of promotion.' As if on cue, Regina excitedly points at a man walking down the street donning a branded jacket. 'That's one of mine,' she exclaims, before adding: 'I don't think I'll ever get over how much I love seeing my products around town – and clients' satisfaction when they arrive.'

Indeed, Regina's focus has always been about her clients. Ask her how far she'll go to ensure that her clients are happy, for instance, and it quickly becomes apparent that Regina's passion for client satisfaction and customer care borders on fixation. 'Once I chased down a delivery truck and pleaded that the driver give me a box of promotional gear a client needed for an event,' she remarks with a chuckle. 'Another time,' continues Regina, 'my husband and I got into a collision. And while the paramedics were trying to get me into the ambulance, all I was worried about was the uniform order in my trunk.'

She adds: 'And then there's the time I took a client's call while I was in the hospital having my baby.'

Yep – Regina's *dedicated*. As Kristel Manes of **Innovation Guelph** (Chamber Member since 2010) remarks: 'I would recommend Regina to anyone. She's enthusiastic, creative, and incredibly professional. Not to mention that her products get the job done by getting clients noticed.'

Since Regina's first year in business **Big Wish** has grown. It currently represents 50+ schools, countless business, organizations and institutions, and many more. Products range from tradeshow giveaways, custom bobble heads, credit card-shaped USBs, clothing, and almost everything in between.

Basically – if you can wish it, Big Wish can brand it.