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Ms. Bonnie Hollenhorst
Town Planner Calendar
4727 Spring Creek Drive
Deephaven, MN 55331

Re: Branding and Couponing Success!

Dear Bonnie,

We are very pleased to report that the Town Planner Calendars in Wayzata, Excelsior, Minnetonka, and Chanhassen have been a great success! As we have often discussed, print ads and coupons are generally a big disappointment for us, usually generating little measureable business in our service centers and retail stores. Your calendars with eye-popping date block ads and recurring, colorful coupons have broken the rule. We have paid for the promotion just one month after distribution!

To the credit of this publication, we regularly redeem your coupons in the stores and our technicians often see and hear about our ads in calendars at the customer homes we visit on a regular basis.

Many thanks for convincing us to use this valuable resource!

Sincerely,

DATA DOCTORS

Peter Hitch
President

