

# planner profiles

# florist

*in 2013 there are 44 florist sponsors*

*"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."*

*Laura Lake, Branding Basics*

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 1997

**\$5 OFF**

Any Purchase of \$25 and Over  
(Local Orders Only)

**Dill's**  
FLORAL HAVEN, INC.  
& CANDY BOUQUET

258 Lebanon Avenue  
Belleville, IL 62220

**618-234-2056**

[www.dillsfloral.com](http://www.dillsfloral.com)  
or visit the Candy Bouquet nearest you.  
Present Coupon With Order.  
Not Valid With Other Offers.  
Coupon valid 1-1-13 thru 1-31-13

Sponsor since 20087

**40% OFF**  
any one item gift, silk or  
fresh flower arrangement

Excludes labor.  
Valid thru 12-31-13  
Cannot be combined with other offers.

**Flowers**  
Designs by  
Cherylann

M-F  
9-4:30  
Sat 9-12

233 East Derry Rd  
Hershey • 533.3391

[flowersdesignsbycherylann.com](http://flowersdesignsbycherylann.com)

Sponsor since 2003

**\$10 OFF**  
**FLOWERS**

*Lloyd's*  
FLORIST

**968-5428**  
**957-0337**

LOCAL DELIVERY  
INCLUDES  
JEFFERSON,  
OLDHAM & BULLITT  
COUNTIES AND  
SOUTHERN INDIANA

Valid on local flower deliveries  
over \$50. Not valid on wire  
orders. Expires 12-31-13

Sponsor since 2006

**FREE**  
**ROSES!**

Receive a bonus gift certificate  
for 12 free roses wrapped  
w/greenery, just for  
allowing us to deliver your  
Valentine's flowers early  
(between February 10-13)

*Dietz Falls Florist*

**330-923-9747**

1024 Portage Trail  
[www.dietzfallsflorist.com](http://www.dietzfallsflorist.com)

Not Valid with other  
Coupons, Discounts, Offers.  
Minimum order \$45.  
Call for details.

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Montville Florist	NJODO	1992
Dill's Floral Haven	MOROS	1997
Flowers and Gifts	NJODO	2000
Lyndhurst Florist	OHCAS	2000
Brennan's Floral Gift Shop	OHCOF	2002
Lloyd's Florist	KYAUS	2003
Chris Puhlman Flowers & Gifts	PADEB	2004
Dietz Falls Florist	OHLUB	2006
Green Bay Floral	WIFLE	2006
Ikebana Flower	NHSPE	2007
Relles Florist	CACAR	2007
Flowers Designs By Cherylann	PAWEA	2008
Jan Florist	MDNEL	2008
The Garden Bouquet	PAWEA	2008
A Gallery of Flowers	LAPLR	2009
Aurora's Florist	OHCAS	2009
Edible Arrangements	WIFLE	2009
Edible Arrangements	ILHUA	2010
Colasanti's Tropical Gardens	ONCIA	2011
Expression Florist	INCHE	2011
Gilmore's Flower Shop, Inc.	RICEL	2011
Oliverio's Florist	MDNEL	2011
Theresa's Flowers	OHCAS	2011
Edible Arrangements	NJODO	2012
Flower Boutique	NCMCC	2012
Flowers by Rodney	LAPLR	2012
J.D. Balantine's Flowers	OHSIE	2012
Lynde Greenhouse & Nursery	MNDYN	2012
Merrimack Flower Shop &	NHSPE	2012
New Designs	ONCIA	2012
The Bloomin L	MDNEL	2012
BRUCE'S FLOWERS	CTSUS	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2010



**Unique. Beautiful.  
Delicious.**

**Edible®**  
ARRANGEMENTS

206 N. York Rd • 630-516-9029  
EdibleArrangements.com

**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad

Sponsor since 2004

**\$5 OFF**

Any Purchase  
of \$35 or more.

One coupon per customer. Must be  
presented at time of purchase. Wire  
orders excluded. Expires 12-31-12.



**412-262-2629**  
846 Beaver Grade Rd  
Moon Twp.  
www.chrispuhlman  
flowersandgifts.com

"It is our preference to take part in a community based advertising program rather than a large marketing media such as radio or non-local papers. Becoming an established business in a local community always takes time but participating in the Town Planner has been a beneficial way to have our name advertised to the community. Since participating in the calendar we feel that our company has become a well recognized business in the Moon Township area."

**Karen Farrell, Owner**  
**Chris Puhlman Flowers and Gifts**

Sponsor since 2006

**Oliverio's  
Florist**

Events • Weddings



Flowers  
for  
All  
Occasions  
and  
Custom  
Designs

241 East Main St., Bridgeport  
**304-842-2516**

"We received over 30 of the early delivery coupons at an average of about \$50. The \$5 off coupon averages about \$35 and so far about 15 have come back. That one usually comes in steady throughout the year since it doesn't expire until the end of the year. Good suggestion."

**Linda Boardman, Owner**  
**Dietz Falls Florist**