



We have found great success with our use of the Town Planner Calendar and it's coupons.

In the current economy consumers are clipping and using coupons more than ever. Not a day goes by that we do not receive coupons from the Town Planner. We find it is an effective way to advertise by targeting 6 months that include our big cake holidays for the cake coupons, and other months that we want to drive sales with Blizzard coupons.

Having community events on the calendar must be a good reason for the consumer to keep the calendar around, instead of throwing them out as we continue to receive coupons all year, not just when the calendars are first mailed out.

We have just signed up for our 3rd year of participation with the Town Planner, and have been happy with its success. We do not do a lot of outside advertising as most of our marketing dollars go to the parent corporation for spending on a national/local advertising campaign, but we find the Town Planner to be a great value!

Diane & Greg Mosso
Sun Prairie Dairy Queen
Sun Prairie, WI

