



# Applebee's<sup>SM</sup>

and

# TOWN PLANNER<sup>®</sup>

Your Community Calendar<sup>™</sup>



# Applebee's



# Applebee's<sup>SM</sup>

In order for a marketing strategy to be considered successful, I would expect the cost of a program to be a maximum of 40% of any incremental sales. From my estimates year to date, we will likely finish the year with our costs being well under 20%. This is an undeniably excellent return on our investment.

The options offered to target specific areas of the city also allow us to reap the benefit of returns to our restaurant due to increased awareness of our location.

I would give my recommendation to any business, and look forward to continuing our partnership.

**Debi Blair**

General Manager

2810 West Elder Street • Boise, ID 83705

**"This is an undeniably excellent return on our investment."**

~ Debi Blair, Applebee's

**\$5<sup>00</sup>**  
**OFF**

The purchase of  
**\$25.00 or more**



# Applebee's

Accepted at Macedonia  
location only

7159 Macedonia Commons Blvd.

**330-467-3600**

Excludes alcohol, tax, gratuity & gift cards.  
Not to be combined with any other offers.

Must Present Coupon.  
3/1/13 - 4/30/2013

Ring FSI

# TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.



*"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.

**89%**  
of families plan to use  
their Town Planner  
coupons this year!

Based on 13,669 responses to  
2013 Online Survey at [www.townplanner.com](http://www.townplanner.com)



Local Publisher  
Information

*"we have redeemed more than enough coupons to pay for our investment... I am very happy to be renewing our sponsorship"*

~ Rick Arbo, General Manager  
379 Amherst St • Nashua, NH

