



Cartridge World®



and

TOWN PLANNER®

Your Community Calendar™

"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.



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TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.

Some businesses find benefits to frugal spenders

In the Nashville Business Journal, Linda Bryant writes:

As more companies are drowning in a sea of red ink, the market for recycled computer print cartridges is hitting high tide.

According to Lyra Research, more than 1 billion laser and inkjet cartridges are shipped worldwide each year, with sales of \$50 billion. About 70 percent of printer users throw away empty cartridges. "That illustrates how important it is to educate the customer in this business," explained franchise developer Robert Jackson.

"Thank you for including us in the 2008 edition of the Town Planner Community Calendar . It is awesome! I am very happy that we participated. The response has been immediate... it is bringing in new customers, some who live right around the corner from us and say they didn't even know we were here!"

The Town Planner has been the most successful marketing program we have done so far. I would recommend it to any business owner who wants top of mind awareness in their local community. It is our pleasure to renew for the next 2 years to ensure our place within this effective marketing tool."

Melissa Squires
Regional Sales Manager
Cartridge World
Town Planner Sponsor since 2008

Town Planner families are value conscious consumers.

Over

89% of families nationwide

Plan to use their Town Planner Coupons This Year!

Based on 13,669 responses to 2013 Online Survey at www.townplanner.com



Local Publisher Information

We put you on display, every day!

