



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.

Over
69% of families
nationwide

Use Their Town Planner Calendar!

2013 Ver-A-Fast survey results available upon request



FREE
Chick-fil-A
Sandwich
with purchase of a large
side & large beverage

Open Mon-Sat
6:30am-10pm



9611 Mentor Ave
NEXT TO TARGET
440.354.2924

Great Lakes Mall
440.974.0084



Dine-in • Carry-out • Parties
Weekly Events • Catering

Not to be combined with other offers.
1 per person. Valid 2013

FREE
Chick-fil-A Meal
with purchase of a Meal



47 Flight Memorial Drive
Montrose
330-668-2404



Valid only at this location.
Not valid with other offers.
Valid through 12-31-13.

TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.



“...On average we are seeing about 100 coupons per month! This is great because in the past when we have done just a mailer it cost more and we didn't receive as good a response. The Town Planner is a great bang for the buck!”

Mandy Cook
Unit Marketing Director
Chick-fil-A, Lawrenceville, GA

“Do people actually keep the calendar for the whole year and use the coupons throughout as well? I think we've answered that question... We have consistently seen an average of 100 coupons per month. It has given us a chance to reach out to our customer base... We are looking forward to an even more successful year in 2008 as we continue to work with Town Planner!”

Charles Bohs, Owner/Operator
Chick-fil-A @
Pheasant Lane Mall,
Nashua, NH



Town Planner families are value conscious consumers.

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

Local Publisher
Information