

# Great Clips®



## 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.

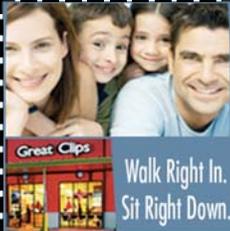
**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community 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

Walk Right In.  
Sit Right Down.

**Great Clips®**

Haircuts for the whole family  
NO APPOINTMENT NECESSARY

**\$2 OFF  
HAIRCUT**

French Creek Square  
36050-R Detroit Rd.  
(at the corner of Rt. 83)  
440-934-7734

Mon.-Fri. 9-9, Sat. 9-6, Sun. 10-5

One coupon per customer. Not valid with any other offers. Valid Feb & March 2013

**\$6.99**  
haircut  
**Great Clips®**

Refers: You're at Great Clips

Not valid with any other offers.  
Limit one coupon per customer.  
Good at the Denville location only.  
Valid Jan. 1-Jan. 31, 2013



**DENVILLE**  
Denville Square  
6 West Main St.  
862-209-4535

Walgreens Shopping Center  
Open 7 Days a Week

**\$300 OFF**

**Haircut & Blowdry**

Professional haircuts  
for men, women & children

NO APPOINTMENT NECESSARY



Redeemable only at  
6384 SOM Ctr.  
**440-248-8748**  
Located next to Mr. Chicken

Mon.-Fri. 9-9, Sat. 8-6, Sun. 9-5  
Offer expires April 30, 2013

# Great Clips®

And

## TOWN PLANNER®

Your Community Calendar™

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.

Easy on the eyes.  
Easy on the wallet.



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](http://www.townplanner.com)

We put you on display, every day!

Local Publisher Information