



**MOE'S**  
southwest grill®

and **TOWN PLANNER**®  
*Your Community Calendar™*



I just wanted to let you know how pleased I am with the results of the Town Planner Calendar. We advertised in 3 editions this year and ran 6 coupons in each edition. We have received somewhere between 2500-3000 coupons for first half of the year. We are still counting them and will let you know final numbers when we get through all of them.

I still can't believe the power of the calendar. This is, by far, the best advertising vehicle that we have used and we have tried everything!

**Andrea Graham**

36050 Detroit Rd. • Avon, OH 44011

**"I still can't believe  
the power of the  
calendar."**

**Andrea Graham,  
Moe's Southwest Grill®**



# TOWN PLANNER<sup>®</sup>

Your Community Calendar<sup>™</sup>

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.

## Local Publisher Information

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

**Buy One  
Get One  
Half Price**

With Purchase of 2 Large Drinks



**965-0022**  
2101 S. Oneida St. #200  
[moes.com](http://moes.com)  
**Online Ordering Available**  
OPEN 7 DAYS A WEEK 11 AM - 9 PM  
Valid thru 12/31/13. Must present coupon.  
Not valid with any other offers.

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