

CATEGORY RESEARCH CENTER

Identifying Proven Direct Marketing Strategies.

NEWSLETTER

VOL. 27 ● NO. 2

FEBRUARY 2008



BEFORE:

Granite Transformations [Los Angeles 319707.7350] This before and after story began when Account Executive Theresa Dale learned of her long-time client's frustration about an ad that had run consistently for more than 3 years with minimal changes. Granite Transformations was reporting a greatly reduced response. With several ideas of her own, Theresa turned to the Category Research Center for suggestions on how to freshen the advertisement and obtain favorable results.



AFTER:

Granite Transformations [Los Angeles 319707.7359] A new ad was created for Granite Transformations based on CRC recommendations. The updated version featured strong offers and included both aspects of the business (granite refacing and cabinetry) on one vehicle. With a clean, more upscale look, it was not only aesthetically pleasing, it was more benefit-oriented. **The advertisement drew a greater response. Theresa said that CRC input was instrumental in retaining the client as a Valpak® customer. She appreciated the guidance that helped her direct her client to eliminate extraneous copy and focus on the benefits to the consumer. Theresa reports her client told her Valpak works better than anything else he is doing.** Granite Transformation runs 10 NTAs® (100,000 circulation) every month on an annual program. The CRC would like to thank Theresa for sharing her redesign success story. Contact Theresa for more details at (562) 977-1711.



Deckare [Greater Kansas City 350501.6657] Valpak consumers have more discretionary income to spend on home improvements and look to the trusted blue envelope for savings and special offers from local companies. Account Representative Steve Cordell tells us that Deckare has been doing business with Valpak since 2003. This long-standing client informed Steve **he received about 100 to 120 calls within the first two weeks of the mailing and a 3 percent acceptance rate. One good client from a mailing of 50,000 can pay for the ad.** Deckare also said **Valpak is the only vehicle they tried that works**, Steve tells us. Steve goes on to report the advertiser says **Valpak's ad is colorful and attractive and he's happy he can determine ROI easily.** Deckare mails to 200,000 homes annually. To learn why Steve tells us his advertiser says he **ONLY** advertises with Valpak, contact Steve at (913) 438-8440.



United Roofing [Hawaii 360100.2551] Local home improvement companies who advertise with Valpak find out that an offer in the blue envelope reaches homeowners who can become loyal customers. Account Representative Franco Arango reports he has a satisfied client in United Roofing. Franco explains that the advertiser was a bit reluctant to use Valpak because the price was higher than other forms of advertising to reach the same number of people. Still, **United Roofing gave Valpak a try and discovered a return on investment that was considerably higher than alternative methods of advertising.** Franco says his advertiser told him the majority of leads came from Valpak! She said in the first month they received 50 leads and closed 15 jobs before the next mailing landed. Franco went on to say his client is thrilled that **because of Valpak she was able to hire full-time office help and now enjoys more free time.** United Roofing reaches 200,000 households per monthly cycle. To find out how you can help your clients achieve this kind of success, contact Franco at (808) 942-1800.

Odds & Ends Remodeling – Tone Construction [Garden State East 407100.0787] When considering a home improvement project, consumers often reach for the blue envelope to look for local professional contractors. Long-time client Odds & Ends Remodeling – Tone Construction told Account Representative Loretta Reardon that **Valpak stands out from other advertising vehicles he’s tried because the blue envelope stays in the home longer and the repeat exposure brings constant business monthly.** Loretta’s client reports that **with each mailing, he receives three to four calls, and a closing rate of 95%. This equates to booking 3-4 kitchen/ bath jobs per month as well as receiving 2-3 referrals from each Valpak job per month.** The advertiser says **Valpak exposure reaps him both home remodeling and commercial jobs, Loretta tells us.** Odds & Ends Remodeling – Tone Construction mailed to 150,000 homes last year. Contact Loretta at (973) 994-9890 for more details on why her advertiser says Valpak helps local consumers become familiar with and trust his business.

Heads Up Sprinkler, Inc [The Treasure Coast 357900.2581] Well-maintained landscaping boosts curb appeal and Valpak offers make it easy for homeowners to find qualified professionals who can keep their lawns and foliage healthy and beautiful. Heads Up Sprinkler, Inc. is a long-time client who looks to Valpak to help them raise their business profile and attract new customers. **VP Michele Lefebure says of Valpak Franchise Owner Betsy O’Toole, “She helped us to target our best areas for service and we increased increased our monthly revenue by 10-15%. We were able to reach a wide range of customers,”** Michele added. Heads Up Sprinkler, Inc. mails to 100,000 homes annually. To learn more why this advertiser says **“we are highly pleased with Valpak results,”** contact Betsy at (772) 562-0140.



KAGEL'S MT. SINAI WHEEL ALIGNMENT
COMPLETE AUTO REPAIR
 750 HALLOCK AVE. (RT. 25A)
 PORT JEFF. STATION
928-7100
 INSPECTIONS WHILE YOU WAIT!

MEMBER OF
 AUTO CARE CENTER

WINTER SPECIAL
 NOW ONLY **\$29.95** **\$15 OFF**
 • Pressure Test Cooling System • Inspect Belts & Hoses
 • Drain & Refill With Coolant • Check Heater System
 Up to 2 gallons
 Most Cars & Light Trucks. Not Valid With Any Other Offer.
 With Valpak® Coupon Only. Limited Time Offer.

\$1500 OFF
 Any Repair
\$100 Or More
 Not Valid With Any Other Offer.
 With Valpak® Coupon Only. Limited Time Offer.

\$500 OFF
 Oil Change
 • Lube & Filter • Check Tire Pressure
 • Top Off Fluids • Free 27 Point Safety Check
 Most Cars & Light Trucks. 4 wd Vehicles Additional Charge.
 With Valpak® Coupon Only. Limited Time Offer.

www.valpak.com There are more savings online for you™ ©Valpak®, 12/2007. Advertise with your local Valpak® (800) 7-VALPAK (710-5725) 314500.3295

Kagel's Complete Auto Repair [Suffolk County 314500.3295] Account Representative Mel Schaeffer has helped Kagel's Complete Auto Repair use the power of the blue envelope for several years. Mel tells us **his client, who's been in the auto repair business for 22 years, had tried other forms of advertising, including newspapers and flyers. He even attempted to do his own direct mail piece, but nothing worked.** Mel had contacted this advertiser three or four times, without any success. Finally, Kagel's decided to give Valpak a try. **The advertiser reported that the first year he used Valpak he received over \$22,000 in coupon sales from both current and new customers and that amount has steadily risen year after year, according to Mel.** Kagel's Complete Auto Repair reaches 100,000 homes annually. To get more details on why this client was happy to sign on for a fifth year with Valpak, contact Mel at (631) 952-9000



Printable Coupon
 CHERRY KNOLL SPRING WATER
 (800)228-4189
 Valpak.com
 Order ID 118488 VP0148 ©Valpak, 1/2007

Cherry Knoll Spring Water
\$5/Month Cooler Rental + 10 Gallons FREE
 Pick One Suburban Only. Pick 3 month less. Expires 10/10/07

"THE AREA'S FINEST NATURAL SPRING WATER SINCE 1840!"

- Chlorine Free
- Naturally Healthy Minerals
- Distilled Water Available
- Purified Water Available

5 GALLON BOTTLE OF WATER
\$1.99
 Picked Up Spring or Purified
 Limit Six With An Empty
 Expires 10/10/07
 Cherry Knoll Natural Spring Water

1-800-228-4189

www.valpak.com There are more savings online for you™ ©Valpak®, 6/2007. Advertise with Valpak® (800) 7-VALPAK 314901.1726

Cherry Knoll Spring Water [West Cleveland 314901.1726] More and more health-conscious consumers are turning to natural spring water for its natural health benefits. Account Representative Mike Cunningham tells us long-time client Cherry Knoll Spring Water has run ads each year since 2001 to attract new customers and increase revenues. Mike reports that his advertiser told him that **nothing gets the phone ringing like Valpak.** Cherry Knoll Spring Water mails to an average of 230,000 homes annually. To find out how you can keep your customers of long-standing coming back for more, contact Mike at (440) 843-7100.

Caring People Caring For Pets

KLEIN Animal Clinic
 Dr. Joseph D. Klein
 Dr. Sue Hartmann
 563-441-7560

Please Call For Appointment.
 2332 Cumberland Square Drive
 Bettendorf, IA
 Now Using Surgical Laser

February Is Pet Dental Month

FREE
 Dog Or Cat Examination
 (\$34.00 Value) New Clients Only
Not Valid For Emergency Visits • 95% Referral! Expires 3/31/08
 One Animal Per Coupon • Expires 3/31/08

\$25 OFF
 Any Dental Cleaning Procedure
 • Better Health • Fresher Breath
95% Referral! Expires 3/31/08
 One Animal Per Coupon • Expires 3/31/08

\$5 OFF
 Vaccination Visit Cats Or Dogs
 Valid For New Or Existing Clients
95% Referral! Expires 3/31/08
 One Animal Per Coupon • Expires 3/31/08

www.valpak.com There are more savings online for you! © Valpak®, 1/2008 Advertise with your local Valpak! (800) 7-VALPAK (762-6726) 313300.1705

This ad sponsored by Klein Animal Clinic - www.hssc.us

Klein Animal Clinic Success Story

“I have been very pleased working with Bob Lilly and Valpak. The response to my coupon has been terrific; much better than any direct mailing I could do myself. The income guaranteed by the coupon far outweighs the expense. Compared to other types of advertising I think Valpak has been the most productive for the cost”

Joseph Klein DVM

Klein Animal Clinic [Eastern Iowa 313300.1705] Pets are family too, and owners want to make sure they get the best of care. Account Representative Robert Lilly has worked with Klein Animal Clinic for years and knows what an increasing number of local consumers are discovering — that his client provides quality pet care. Getting the word out to the neighborhood on a consistent basis **through Valpak has proved highly successful for this advertiser year after year.** “I have been very pleased working with Bob Lilly and Valpak,” said Dr. Joseph Klein. “The response to my coupon has been terrific, much better than any other direct mailing I could do myself.” The veterinarian told us that he believes **Valpak has produced the most results for the cost, compared to other types of advertising.** Klein Animal Clinic mails to 80,000 homes annually. To find out why this client since 2002 says, “**The income guaranteed by the coupon far outweighs the expense,**” contact Robert at (319) 351-1761.