

2009



"It's ridiculous how much our sales have grown. Over the course of a year and half, Sal's Pizza has seen a 20% increase in sales, and an average of 200-300 redemptions per month."

David Hippert
Owner of
Sal's Pizza

Valpak® TESTIMONIAL ALMANAC

CATEGORY RESEARCH CENTER
Identifying Proven Direct Marketing Strategies.

2009

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BEFORE:

Lotions-n-Potions [New Hampshire 328100.9454]

This before and after story began in January of 2008 when Account Representative Yan Marchesseault contacted the Category Research Center for suggestions to improve his client's advertisement. Yan told us that he and his client were frustrated with the lukewarm response generated by their Fall 2007 mailings. Yan developed some ideas of his own to improve results and turned to the expertise of the Category Research Center for additional input.



AFTER:

Lotions-n-Potions [New Hampshire 328101.0860]

It's been a year since Yan and his client, Andrew Hatch (Owner of Lotions-n-Potions), added a more appealing photo of the store and included a headline to better capture the reader's attention. Andrew says that he has gained both service and retail customers thanks to the changes. **"It's been very surprising [to see] the kind of people that have been walking through our doors due to Valpak,"** he said. **"We had a great number of customers who didn't know who we were and what we did. In addition, Valpak has certainly kept our existing customers happy. We've been with Valpak for over a year and we are very pleased with the results."** The CRC would like to thank Yan for sharing his redesign success story. Lotions-n-Potions reaches 30,000 homes per mailing. Contact Yan at (603) 432-2211 for more details.

Pizza In 2008, over 483 million pizza advertisements were mailed throughout the Valpak network.



Sal's Pizza [New Hampshire 328101.0914] Just how important is frequency in advertising? Account Representative Yvan Marchesseault demonstrates its impact in the following success story. With an organized sales presentation and a little persistence, Yvan showed Sal's Pizza that Valpak could be an effective marketing partner. "We didn't see a huge return in the first couple of months, but just like Yvan had stopped in my restaurant three or four times, **it takes that many times for people to start noticing you and keep coming back,**" said owner David Hippert. "It's ridiculous how much our sales have grown. Over the course of a year and half, Sal's Pizza has seen a 20% increase in sales, and an average of 200-300 redemptions per month," David added. Sal's Pizza reaches 120,000 homes annually. Contact Yvan at (603) 432-2211 for the details of his success with this dining client.



Rockyano's Pizza [East Dallas 344701.3954] Rockyano's Pizza has successfully brought new customers to its Dallas-area restaurants thanks to Valpak and Account Representative Anthony Greco. "Valpak has outperformed other methods of marketing Rockyano's Pizza has used, including online advertising," said owner Gerado Palma. Rockyano's will continue to use Valpak in its marketing efforts. Rockyano's Pizza reached 340,000 homes in their first year with Valpak. For more details, contact Anthony at (972) 238-1581.

Franchise Partner Program



Hungry Howie's Pizza [Northeast Wisconsin 351101.1648] In its first year serving Hungry Howie's Pizza of Appleton, Wisconsin, Valpak has delivered success. This FPP client called on Valpak to raise its business profile and bring in new customers. **"I know when the Valpak goes out – my phone starts ringing,"** said Hungry Howie's owner Charles Kilpatrick. Account Representative Diana Perrin keeps Charles up-to-date with the latest Hungry Howie's templates and artwork already approved by its corporate office, he added. Hungry Howie's of NE Wisconsin reached 500,000 homes in 2008. Contact Diana at (920) 735-0301 for more information.



Constantly Pizza [New Hampshire 328101.0017] Another pizza restaurant success story proves the Valpak audience is hungry for dining offers. Constantly Pizza owner John Constant explains his restaurant's progression with The Blue Envelope™. **"We started with less aggressive offers and made our offers more aggressive due to the economy,"** he said. **"We had much more success with the new offers and are very happy with how things turned out."** Account Representative Yvan Marchesseault assists Constantly Pizza with design and offers and has been crucial in growing business for the Concord, NH-based restaurant. Constantly Pizza has reached 20,000 homes with each of their mailings since the Spring of 2007. For more details, contact Yvan at (603) 432-2211.

Bakery/Deli

In 2008, nearly 47.5 million bakery/deli advertisements were mailed throughout the Valpak network.



Atlanta Bread Company [Chicagoland 315904.2298] With strong, consistent offers in Valpak and guidance from Account Representative Julie McLaughlin, Atlanta Bread Company (Chicagoland) has been successful in marketing its breakfast, lunch and dinner selections. **The restaurant receives an impressive 20 coupon redemptions per day, on average.** “[Valpak] has been working quite well for years,” said owner Caroline Basciani. Because the blue envelope has surpassed other media, Atlanta Bread Company will continue mailing in 2009. Atlanta Bread Company (Chicagoland) reaches 240,000 homes per mailing. Contact Julie at (630) 920-0230 for more information.

Auto Repair

In 2008, over 466 million auto repair advertisements were mailed throughout the Valpak network.



Auto Check [Houston 335102.9374] Consumers are eager to save on essentials like auto maintenance and repair, especially in times of economic uncertainty. Auto Check League City knows this firsthand, **receiving an average of 115 Valpak redemptions per month. Of those, approximately 68 come from new customers.** Thanks to these tangible sales results, and the efforts of Account Representative Thomasina Strange, Auto Check owner Gary Florez **calls Valpak a “proven product that gets customers in to your place of business.”** Beginning in 2006, Auto Check reached over 200,000 homes a year. For more information, contact Thomasina at (713) 849-4477.

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Roy's Quality Car Care [Cumberland Valley 349500.3137] Longtime Valpak advertiser Roy's Quality Car Care knows what it takes to keep its business running smoothly and efficiently – the blue envelope. **"We've been mailing with Valpak for 14 years and feel the return on investment is better than anything else we do,"** said operations manager Alan L. Decker. Valpak has helped Roy's gain a large loyal customer base over the years. And **on average, 5-10 new customers visit Roy's in response to an offer in the Valpak envelope.** Roy's Quality Car Care has been mailing with Valpak for 14 years and reached 480,000 homes in 2008. Contact David at (301) 791-7304 for the details of his success with this veteran Valpak advertiser.



MIDAS [Garden State West 311703.1299] Leading auto maintenance chain Midas embarked on a marketing campaign to drive traffic to 24 of its Northeast locations. Thanks to the strategy of Account Representative Michelle Servais and a well-executed Valpak program, **approximately 390 coupons were redeemed (with 15% of those being new customers) for a total of \$71,143 in revenue for all locations.** **"Our tracking history indicates that Valpak consistently returned an ROI of 6 to 1,"** said Midas Director of Marketing Raffi Aganyan. Valpak outperformed media across the board, including other direct mail, television and radio, Aganyan added. Midas has mailed with Valpak since 2004 and reaches 380,000 homes per mailing. For more information regarding her success with this regional advertiser, contact Michelle at (973) 994-9424.

New Car/Truck Sales

In 2008, over 83 million new car and truck sale advertisements were mailed throughout the Valpak network.



Merchants Auto [New Hampshire 328101.0920] Considering the economic climate, Merchants Auto was “ecstatic” to meet its sales goals in 2008 with its Valpak marketing campaign. “Valpak is a unique product...the time of year and how clear our message is determines our redemptions,” said Merchants Auto General Manager of Sales Chris Merchant. “We look to sell 5-10 cars per month through our advertising with Valpak.” If that doesn’t happen, Chris explained, Merchants strengthens or changes its message “for the customer to see the value.” For more than 8 years, Account Representative James Hilker has helped Merchants update its design and content and meet deadlines with the utmost professionalism and courtesy. Merchants Auto reaches 200,000 homes per mailing. For more information, contact James at (603) 432-2211.

Lawn & Garden Maintenance

In 2008, over 267 million lawn & garden maintenance advertisements were mailed throughout the Valpak network.



Faulkner's Landscaping & Nursery, Inc. [New Hampshire 328101.0561] For Hookset, NH-based Faulkner's Landscaping and Nursery, growing business in the New Year begins with the blue envelope. “Valpak has been such an effective means to start off the year,” said owner Steve Faulkner. “Valpak has brought in new customers and brought back my current customers.” Faulkner's continues to see solid return on investment thanks to Account Representative Yan Marchesseault and its Valpak program. The nursery plans to continue its mailings into the Spring. Faulkner's Landscaping and Nursery reached 40,000 homes per mailing in 2008. Contact Yan at (603) 432-2211 for more information.