

# 1,745% increase in sales leads

**You deliver pizzas.  
We deliver customers.**

Plus, research the pros and the Blue Envelope™ to deliver over 100 million ads to potential customers for your area! That's because this means that the Blue Envelope is the most cost-effective way to target their phone rings. Let our research and mailings connect you to your perfect customers people who live near your location, have more money to spend, and live places as much as they love using coupons.

**Start growing your business today**  
By calling 1 800 212 2100  
or visiting [valpak.com/callcenter](http://valpak.com/callcenter)

"Valpak has been part of our marketing plan for over 17 years. We've found it to be cost-effective in a competitive environment."

**You make food.  
We find people willing to shell out for it.**

Quick Service Restaurants like yours reached more than 100 million ads in the Blue Envelope™ last year alone! That's because the Blue Envelope is the most cost-effective way to get more customers to come in for the take out to take the full size, researched and targeted mailings connect you to customers in your area who love to eat and are ready to spend.

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"The advertising numbers speak for themselves... advertising in Valpak is so effective - it will grow your business!"

**You deal in Dalmatians.  
We help you spot more customers.**

For businesses like yours reached more than 100 million ads in the Blue Envelope™ last year alone! That's because advertising in the Blue Envelope is the most cost-effective way to reach more customers. Call us today and discover how our researched and targeted mailings can help you get more customers to come, and stay.

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"I had goals in mind and Valpak really helped to achieve the leader in their field!"

*“ . . . The phone was literally ringing off the hook . . . ”*

Just one week after launching a new television ad campaign designed by Third Person, Inc., Valpak, best known for the Blue Envelope of coupons, saw call volume to its main sales telephone number jump by 1,745%.

“This is the first time we’ve developed a national business-to-business campaign,” says Melissa Fisher, Senior Vice President of Marketing and Communication at Valpak. “We wanted to increase general awareness among businesses and ultimately get our phone to ring. We’re thrilled that the phone hasn’t stopped ringing! Isn’t that what everyone hopes for with their marketing?”

The new business-to-business Valpak campaign featured messaging that targeted the concerns of small businesses while also including messaging for consumers.

“While most businesses talk directly to consumers or other businesses, franchise businesses are different in that they have two or three distinct audiences. But, even among franchises, Valpak is unique in that it has to target potential franchisees, existing franchisees, consumers AND businesses,” explains Michael Caughill, Partner and Creative Director at Third Person, Inc. “Luckily, we were able to create a strategic marketing campaign was able to communicate with several of their audiences at one time.”



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