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From: uzsalvetes.lv
To: Promo marketing (to all)
Cc: to the others
Subject: about napkins

Sent: Pk 2009. gada 08.05. 16:08

Hi!

Yesterday, in a café, after a conversation with a cute girl I became the happy owner of her phone number. You know how it happens... she wrote it on the napkin, and the napkin suddenly became quite valuable to me.

And later, when I was writing my to-do-list for the day, I had to use the napkin again.

Have you ever thought about how much useful information we write on napkins when taking a coffee break or chatting with friends? Is this information important? YES! It is an idea that needs to be jotted down right away before it is forgotten. A napkin is always at hand for the job! And it is strange that no one has ever thought of advertising on one.

Strange you say! I say great! The traditional advertising is nothing more than a pain. Traditional advertising is a signal to change the station or channel.

Have you ever noticed what people are doing while waiting for their order in a café or a restaurant? Sure, they talk and check out the other people around.

But they also read. They read everything they can get their hands on. Out of curiosity. Out of habit. They simply cannot help but to read everything on the table. It's intuitive!

Place on the napkin an ad of a drink or a meal. Practically every single visitor will notice it. And they will order what they read. Place on the napkin the ad of a bank or a store next door and there is a good chance that the people will stop by there on the way from a café to their offices.

I don't want sound like a page from a marketing textbook, but the napkin gives a chance to home in on your target audience. With traditional advertising the same copy ends up in the hands of a banker and a student, the radio sounds the same for Lexus and Opel drivers. But you cannot advertise everything to everyone. On the napkin, you single out a particular thing. A drink in the same bar, or a sale in the next-door store. No bums, no millionaires. These cafes are for middle class, people with money. A real target audience, customers, clients, patrons, consumers...

Promotions, discounts, club flyers, coupons... People grab it, read, put in their pocket and, finally, buy. It works!

Something to consider, isn't it? Don't worry about the costs. The napkins cost pennies, and so does printing on them. It's not the material that holds value, but the message. Cheap, unusual and, most importantly, effective. Welcome to the 21st century! And leave TV and radio advertising for laundry detergents and TV shops. Napkins rule! :)

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