

# Need A Last-Minute Holiday Sales Lift?

Get your advertising message in market in *less than 14 days* with front-door marketing.

Thanksgiving and Christmas are almost here. Here's a way to maximize Q4 sales.

## Fast, Effective, and Turnkey



With in-market delivery beginning only 10 to 14 days from receipt of final artwork, front-door marketing is a perfect advertising option to reach holiday shoppers quickly and effectively.

Power Direct offers a fully turnkey door hanger advertising solution that can:

- Reach customers within local store trading areas and drive holiday retail traffic
- Push specific sale dates, such as Thanksgiving, Black Friday, and Christmas
- Promote in-store events, limited availability sales, and other holiday specials

## The Power Direct Advantage

When you partner with Power Direct, you not only get the industry's leading front-door marketing company, you also get The Power Direct Advantage.

- A comprehensive target market analysis using high quality data sets from Nielsen Claritas, the U.S. Census, and other 3rd party data enhancement vendors
- Detailed Census block group distribution plan to reach your best prospects and/or customers
- Our FDM Best Practices™ – a free assessment of your creative execution and consumer offer (using learning and results from over 1,500 campaigns) to help you maximize response
- Delivery by trained and supervised crews
- In-field and GPS auditing of your job (including walker level, handheld GPS tracking) to verify and ensure delivery
- The ability to track delivery progress of your campaign through completion, via PowerTrakker™, our online client portal

## Have Other Initiatives in Mind?

Whether you're looking to drive holiday sales, increase store traffic, or build customer loyalty, front-door marketing can augment any media plan. Contact us today to learn more.

## Front-door marketing experience with top national brands

Top national brands like AT&T, McDonald's, Verizon, Target, Kimberly-Clark, and Sears have successfully partnered with Power Direct for customized, front-door marketing programs.



Kimberly-Clark



T-Mobile

sears



TARGET



CenturyLink™



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**Power Direct**  
FRONT-DOOR MARKETING