

# SWISS CHALET.

ROTISSERIE & GRILL

Cover Direct Publications  
82 Chapel St.  
Kitchener, Ontario

Attention: Paul Herz

I would like to take this opportunity to inform you of the results that we have experienced with the advertisement we have placed on the telephone book cover. Before I do that, however, I would like to thank you for the incredible opportunity you gave us to include our menu on the inside sleeve of the cover and for just suggesting the idea itself.

The promotion has been a success! The response, overwhelming! The coupons came flooding in that same weekend and continued for a few weeks. Since then, and it is now 2 months later, we are still receiving coupons every week. Our results for the past two months with respect to deliveries has increased by 15% and has made us number one in sales increase in the district, and possibly the company. In comparison to other coupon promotions and the resulting sales increases, Cover Direct has been the best. Dollar for dollar ..a wise choice in marketing dollars spent. The permanence of the ad also insures future business and serves well as a tool to aid our other promotions. Thanks again, Cover Direct!



Tim Zeytinoglu