

# VALPAK SPOTLIGHT SHINES ON



Milford, NH

## Treat Your Family to Ice Cream Tonight!



383 Elm St., Milford  
603-672-8383  
Open Daily 11AM

**50¢ OFF**  
Medium Ice Cream Cone  
Valid With Valpak® Coupon Only. Good At Hayward's Milford 383 Elm Street. Cannot Be Combined With Any Other Offers. Expires Closing Date 2017.

**\$1.00 OFF**  
Brownie Sundae  
Valid With Valpak® Coupon Only. Good At Hayward's Milford 383 Elm Street. Cannot Be Combined With Any Other Offers. Expires Closing Date 2017.

**\$1.00 OFF**  
Large Ice Cream Cone  
Valid With Valpak® Coupon Only. Good At Hayward's Milford 383 Elm Street. Cannot Be Combined With Any Other Offers. Expires Closing Date 2017.

**\$5.49 + tax**  
Hot Dog Special  
2 Hot Dogs, Chips,  
+ Medium Soda

Over 50 Delicious Homemade Flavors!

Frank Robinson, owner of Hayward's Ice Cream began mailing with Valpak back in April 2012 to help build his awareness in the greater Milford, NH marketplace; *"The easier way to get to everyone's house."* When we asked Frank to comment on his Valpak experience and the success he has had with his marketing programs he stated *"We see a 10-13% increase each year, a lot more feedback with the coupons. Valpak is the #1 Coupon by far and far outpaces 10-15 times more than coupons in the newspaper!"* When we asked Fran if he would recommend Valpak to other business owners he replied *"Absolutely. You will get a better return with Valpak than using other forms of advertising."*

Contact:	Frank Robinson, Owner
Submitted By:	Sonia Statires, Sr. Marketing Consultant
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Frist Valpak Mailing:	April 2012, <b>5+ Years</b>
Mailing Quantity:	30,000 Homes per month