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OPERATION CO-OP AD CAMPAIGNS

Where Local Businesses Work Together

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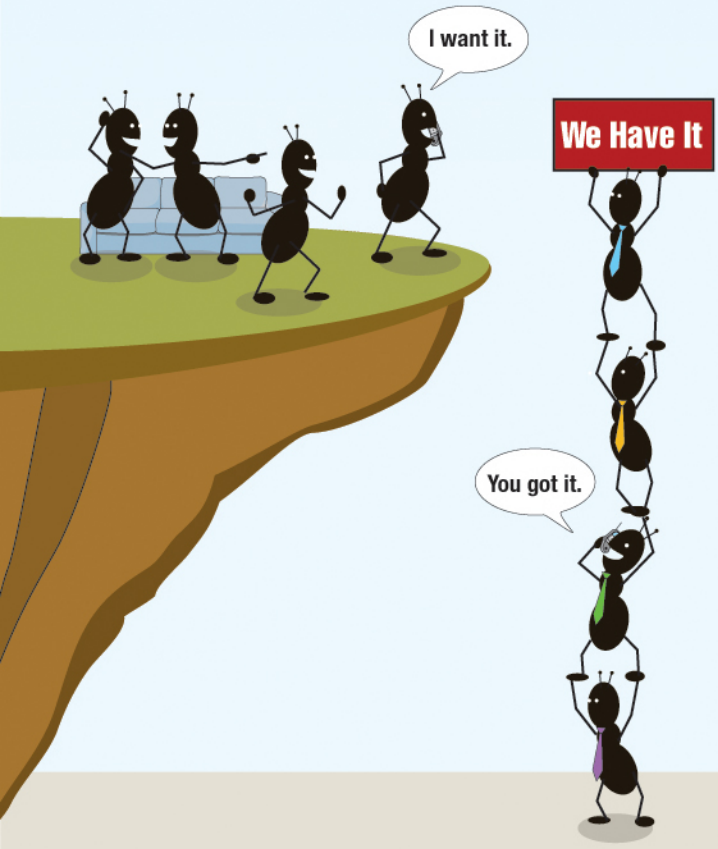
The Power of Co-Op

Are you a small business owner? Would you like the return from a big business advertising campaign but don't have the budget?

Consider a media campaign that reduces your cash outlays for advertising dollars and enhances your ability to reach a larger amount of new customers.



The Campaign

There are two main options available:

1. **The Complimentary Co-Ops** – This is the alignment of business that compliment each other and share the same industry space. A Co-Op name/identity is developed and, as a group, businesses can brand themselves as individual companies while sharing the cost of the ad campaign that delivers new customers to the Co-Op.

2. **The Geographic Co-Op** – This is the alignment of various business that share a geographic location (strip shopping location, corner). The goal is to bring local customers to your location. The businesses advertise as a group under the "Plaza" or location name and share in the cost of the ad campaign.

The Creative

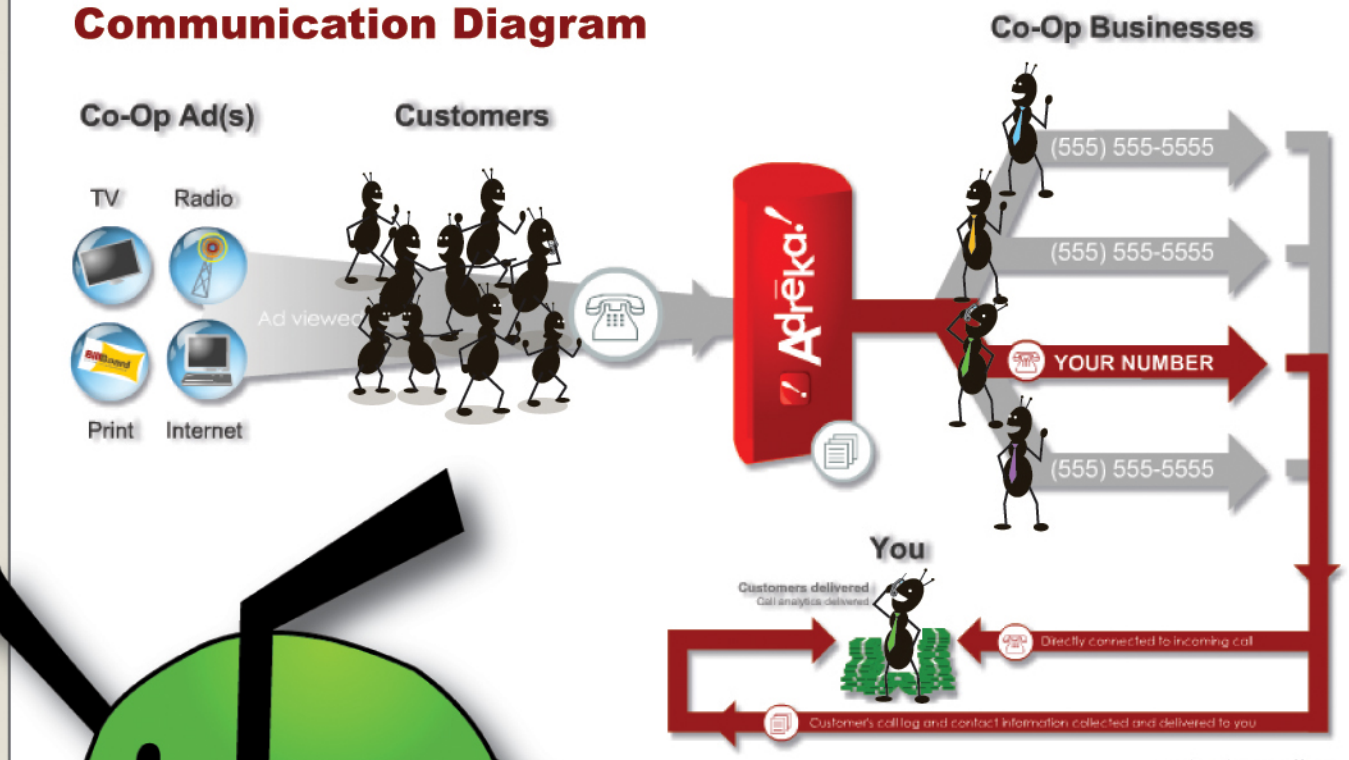
Each Co-Op campaign is customized to the specific needs of the participants and delivers measurable results. We use a variety of visual and audio creatives to elicit action from your Co-Op's customer base and deliver the right customer to you

See diagram on back.

How it Works

A single phone number will route the calls to the corresponding members of the group. Analytics will be provided to each member to show caller information, number of calls, call durations and call times.

Communication Diagram



patent pending

Working Together

Combine and leverage your resources with neighboring businesses and watch your business grow.

- Cost Sharing
- Branding
- Revenue Growth
- Awareness
- Targeted Audience
- Measured Results

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