

Large certificate - visual cue for staff to engage in a conversation about their move and quickly gain rapport

Name is big and easy to read so staff call by name – a person's favorite sound!

Ace is the place with the **BEST BRANDS.**

TRAERGER
WOOD FIRED GRILLS

DEWALT

CRAFTSMAN.

weber

GIFT CERTIFICATE

Our Welcoming Gift **To The Robinsons**

\$10 Gift Certificate

\$10.00 COUPON

Just for stopping by! Valid at this location only. Not valid with other offers.

The Most Complete & Friendly Hardware Store

Pacific Beach

ACE Hardware

- Paint Mixing • Key Cutting • Glass & Screen Repair • Lawn & Garden
- Propane Refill & Exchange • BBQ Grills & Outdoor Living
- Glass/Mirror Ordering

www.acesandiego.com
1544 Grand Ave • San Diego
858-274-6464

No cash value. Limit one certificate per household.

This area is reserved for your expiration period, to be imprinted through digital processing, at time of printing.

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Our Town America
ourtownamerica.com

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No strings attached gift invokes the Law of Reciprocity – we are built to want to give back to those who give to us.

Tracks response for exact ROI.

Triggers follow up postcard

Follow up thank you postcard arrives 10 days later in their mailbox - a trigger for a repeat visit.

ACE
The helpful place.
Your Community Hardware Store.
Locally Owned & Operated.

Automotive Chip Key Cutting
Delivery • Key Cutting
Paint Color Matching

Propane • Screen & Glass

We Appreciate You

50% OFF
one item under \$30
Offer valid only at Ace Union Hardware in Gilbert, AZ

Barcode: 09621023

Exclusions: Limit one coupon per customer. Must present this postcard to receive offer. Discount applies to regular price, in-stock merchandise only. May not be combined with other promotional offers. If a minimum purchase is required, such minimum is calculated after Rewards redemption is applied and before tax. Not valid online or for sale or clearance priced merchandise in-store services, Ace gift cards, gifts, Weber branded products, lumber and building materials, fast, city stickers or previously purchased merchandise. Not valid on Tools or Kitchen Aid products or YETI Cooler. Additional exclusions may apply. See Store for details. Coupon void if copied, transferred and where prohibited. No cash value. Offer valid only at Ace Union Hardware in Gilbert, AZ.

ACE UNION HARDWARE

3232 E Guadalupe Rd.
Gilbert, AZ
480-912-7275

Mon - Fri: 8am - 7pm
Sat: 8am - 6pm
Sun: 9am - 5pm

Services:

- Locally Owned and Operated
- Propane Tank Exchange
- Key Duplication
- Lock Rekeying
- Car Key/FOB Duplication
- Custom Paint Matching
- Window Screens - Repair & Make New
- Stihl Repair
- Free In-Store Pick Up

FIRST CLASS

Tim Robinson
123 Main St
Rochester, NY 14610

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www.ourtownmedia.com
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Staff sees follow up card - "oh, you came back!"
New resident thinks, "they remember me?"
WOW! This place is great!"

Softer offer for longer shelf life up on the fridge or on the counter

Name is again printed on card so staff call by name - a person's favorite sound!



Gets torn off and likely thrown away

No follow up thank you postcard for known repeat visit

Name is too small to read without being awkward



Probably tucked into wallet – no visual cue for staff.

MOST IMPORTANTLY!!!
Quality of list. This is my AUNT, who lives in CALIFORNIA. Why did she get a card at my house in HAWAII??



Offer requires a purchase, which does not invoke the law of reciprocity