

Why "Woven Treasures" Calendars !

Calendars & Your Brand

Meaning

A calendar serves as a point of reference viewed countless times a day. It says something about us when we display it in our space – telling the world where we live, what we like, how we work, or what is meaningful to us.

Endorsement

The display of your calendar, by your customer, is a personal recommendation of your brand to anyone who sees it. When a person demonstrates loyalty to a brand, others may think they should buy that brand, too.

Relevance

To cut through the clutter and reach its audience, a brand must be personally relevant. The functionality and visual appeal of a calendar gives your brand added relevance, while subtly overcoming the inevitable "tune-out" that occurs when people are bombarded with thousands of messages from every direction, in every medium.

Value

Even better, the variety of calendar formats and unlimited custom design possibilities result in a high-perceived-value package for your brand's image and message.

Visibility for the long run...

On average, a person looks at a calendar 12 times a day, 84 times a week. After 365 days, your brand will leave a definite impression: 4,380 times!



Su	M	T	W	Th	F	Sa
				01	02	03
				New Year's Day		
	05	06	07	08	09	10
	12	13	14	15	16	17
	19	20	21	22	23	24
	Martin Luther King, Jr. Day					
	26	27	28	29	30	31
	Chinese New Year					

Your Message Here

Ten Reasons to Add Calendars to Your Marketing Mix:

1. Visual appeal for your brand
2. Command of wall or desk space
3. Controlled, targeted distribution
4. Remarkable cost-effectiveness
5. Creative design to fit your brand
6. Year-long high-frequency visibility
7. High-perceived-value for gift giving
8. Useful for personal record-keeping
9. Business people use an average of 2.5 calendars
10. Versatile styles, colors, formats and designs

why calendars?

Completing
your
promotional
picture

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