



Aggressive Promotion and Unique Distribution Gives You the Broadest Possible Exposure to New

Promotion

Demand for the Wellness Directory was stimulated by an aggressive, pre-publication media campaign of 15 and 30-second, narrated commercials on:

- ✚ Television. Suddenlink and Time Warner Cable stations plus WCTI ABC, Channel 12.
- ✚ Channel 10's All About Craven with Steve Tyson interviewed the Publisher about the Directory.
- ✚ Talk Radio. FM 107.1, with its huge upscale audience, ran a series of voice-over commercials.
- ✚ Ben Ball on Coastal Day Break featured the Directory in an interview with the Publisher.

Distribution Plan

Unlike *one-time newspaper inserts*, the Wellness Directory Distribution Tracks were designed to ensure maximum exposure over an extended period:

- The Shotgun Distribution Algorithm provides the widest, cost-effective exposure.
- Fall publication because families, home from summer vacation, are focused.
- Women Focus because all studies agree that make the family healthcare decisions.

Direct Mail:

- The Directory launched with an initial mailing to individuals by name in selected neighborhoods located in all of the localities served by the Directory.
- Additional mailings scheduled until publication of 2017-2018 Edition.

Point of Purchase:

- 15,000 copies of the Directory over an initial three-month period in Display Racks at 40 Food Lion, Harris Teeter and CVS locations in Jacksonville, New Bern, Greenville metros.
- Prime retail locations, such as Mitchell's Hardware, that hand out individual copies to customers.
- Pharmacy counters continually supplied at Harris Teeter, RiteAid, Realo, Walgreen's, Walmart and Publix.

Focused Public Locations:

- Reception areas of hospitals, urgent care facilities and doctor's offices.
- CarolinaEast Health Systems using internal distribution to its many medical offices.
- The Chambers of New Bern, Havelock and Jacksonville/Onslow.

Positive Response

- Lena Dubay/Marketing Director/ physical therapy advertiser: *"...put a stack in the waiting room, and they are moving fast. We need more."*
- Bruce Fortin/Executive Director/ Havelock CofC: *"Kudos to you for making this important information available to such a wide audience."*
- Thelma Edmondson/Pollocksville: *"I'd picked up a few groceries (at Harris Teeter)...and was running out...when a colorful, brightly graphic, differently shaped item, caught my eye.....It is a masterpiece. So helpful...easy to read...comprehensive...my husband and I have been pouring over it all night..."*
- Giga Smith, RN BA/Director of Research/CCHC Internal Medicine: *"I have been very impressed with this Publication. I see it everywhere I go."*
- From the Doctors: *"...impressed with the quality..."**"received many positive comments..."*