

# 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

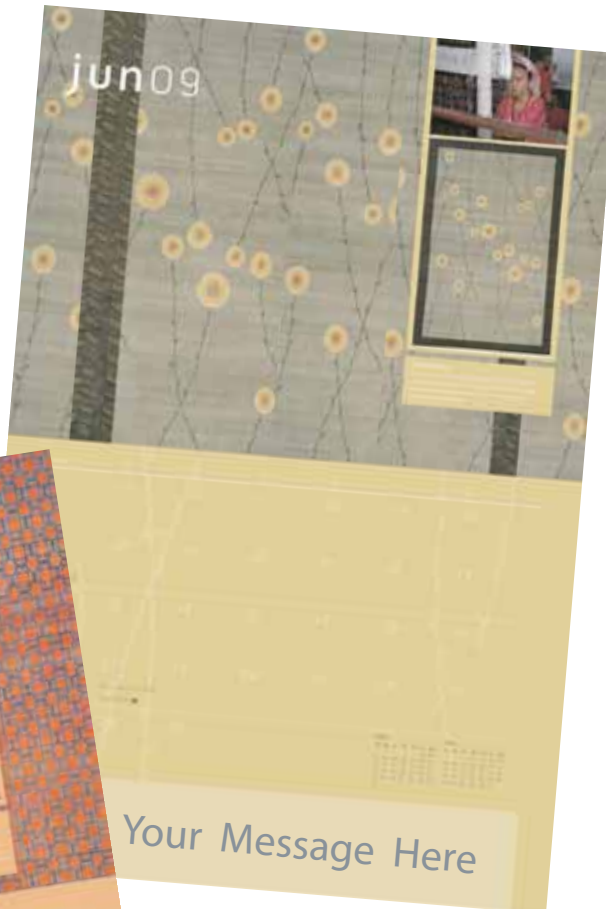
To cut through the clutter and reach its audience, a brand must be personally relevant. The functionality and visual appeal of a calendar gives your brand added relevance, while subtly overcoming the inevitable “tune-out” that occurs when people are bombarded with thousands of messages from every direction,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



### 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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