

FARMERS' ALMANAC CASE HISTORIES

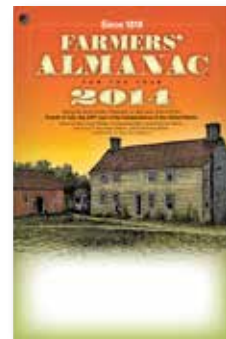
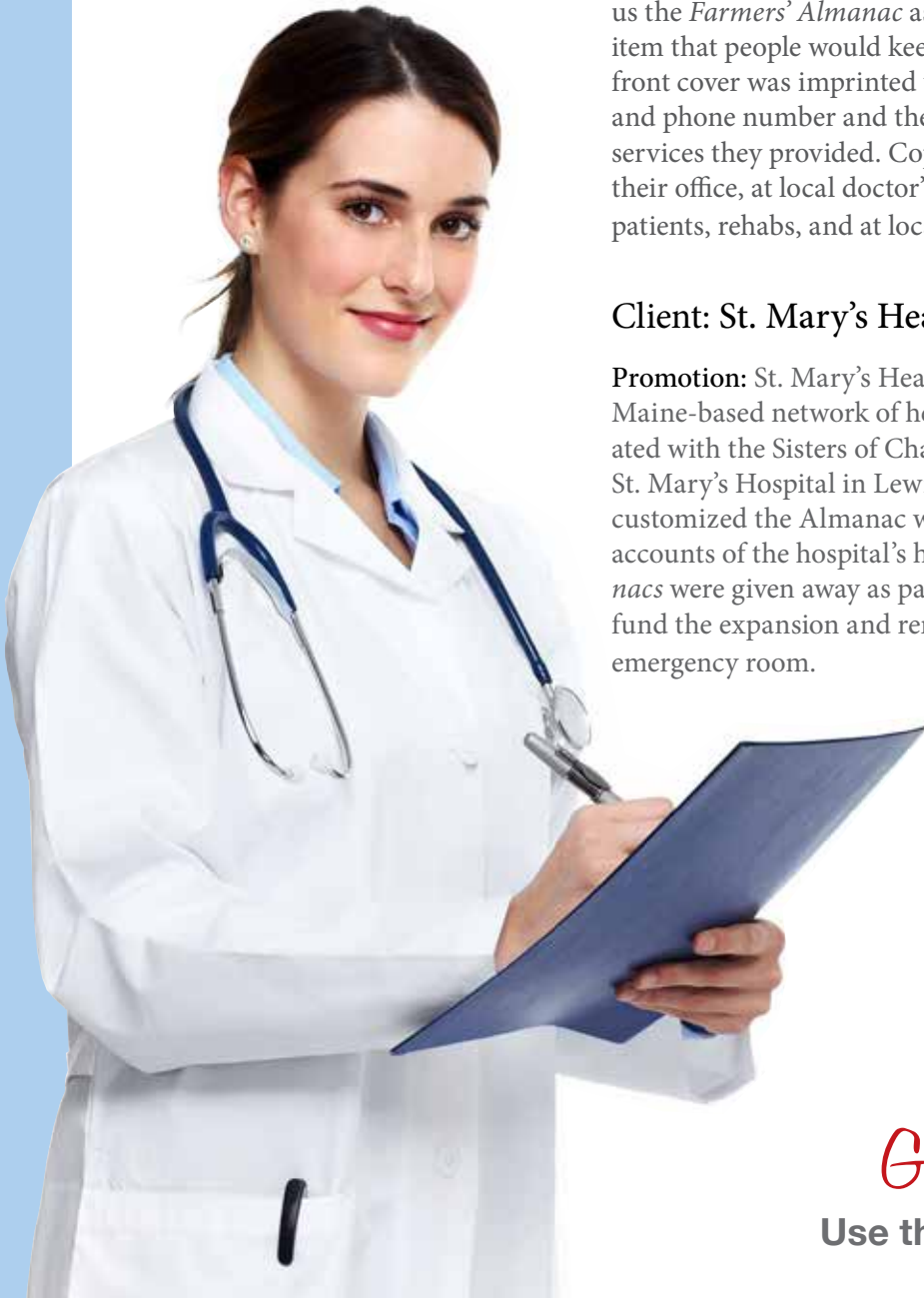
# Healthcare Industries

## Client: Home Healthcare Service/Hospital

**Promotion:** A local hospital wanted to promote its home healthcare services. To do this, they decided to use the *Farmers' Almanac* as it would be a welcomed item that people would keep in their homes. The front cover was imprinted with their logo, web site and phone number and the back cover shared their services they provided. Copies were distributed at their office, at local doctor's offices that treated elderly patients, rehabs, and at local senior centers.

## Client: St. Mary's Health System

**Promotion:** St. Mary's Health System is a Central Maine-based network of healthcare providers affiliated with the Sisters of Charity and centered around St. Mary's Hospital in Lewiston, Maine. This client customized the Almanac with historical pictures and accounts of the hospital's history. The *Farmers' Almanacs* were given away as part of a capital campaign to fund the expansion and renovation of the hospital's emergency room.



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# Financial Institutions



## Client: Local Bank

**Purpose:** To market its bank as the local bank to do business with.

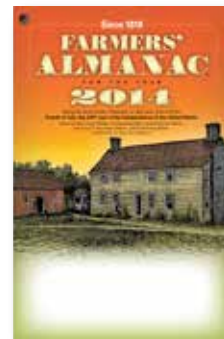
**Promotion:** To market the bank's local appeal and down home feeling, this bank with several branches chose the *Farmers' Almanac* as a fall promotion item. The bank sponsored a "picnic day" in mid-September, promoting the idea that its downhome

appeal, personal attention, and local branches were community oriented. During picnic day, the tellers dressed in jeans, and gave away apple cider, local apples, and custom copies of the *Farmers' Almanac*, which featured imprints that shared the bank's services, hours, and dedication to the local community. Local newspaper ads promoted this picnic day, as well the free *Farmers' Almanac* giveaway.

## Client: Credit Union League Co-Op

**Purpose:** Provide their members with a co-op opportunity to promote credit unions in their region. Also to increase brand awareness, gain new accounts, and promote investing in Main Street, not Wall Street, through credit unions.

**Promotion:** This credit union league offered its credit union banks front cover imprint for individual credit unions to print their name, logo and address. The back cover was standard copy that promoted the community feel of credit unions as well as the advantages of banking with a credit union. The local credit unions then gave away copies during specific fall bank promotions aimed toward thanking customers for their business and also used them at community events they participated in as giveaways to promote new business.



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# Retail Stores

**Client: Mid-size Retail Store with 14 Locations.**

**Purpose:** A gift and thanks for doing business with us.

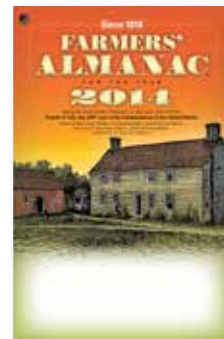
**Promotion:** This retail store has 14 locations. Every year they hold an "early bird" pre-holiday sale kick-off. At the kick-off, they hand out free Almanacs, and the editor shows up in person at one of their stores to autograph copies. The client "sells" the back cover to a retail line they sell in their stores, gaining co-op dollars that help them cover some of the cost of this promotion. This is a such an annual tradition that customers line up to get their free copies every year. This orders has repeated for more than 10 years.



**Client: Home Furnishing Store**

**Purpose:** To offer a valued and effective co-op promotional tool to all of its 300 stores located in eight states. The parent company places an ad on the back cover and then sends a letter to all of the stores offering them a front cover imprint featuring their store's logo and information at a discounted price. The parent company pays for most of the cost, but the individual stores chip in some money. Each store orders a quantity and then distributes copies to customers at the cash register. The initial order was only for 10,000 pieces.

Over the years this has steadily increased, and currently fluctuates between 85,000 pieces and more than 100,000 pieces. This orders has repeated for more than 14 years.



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