Advertising Effectiveness

As a part of the campaign for a new gourmet foods store, advertisement flyers will be sent through direct mail to high-income zip codes to solicit business from household heads. The mailers will contain information about the variety of products and services offered by the new store.

Using Microsoft Publisher advertisement-flyer design templates, write an advertisement flyer—between 150 to 200 words—positioning the store as a place where consumers interact with others interested in quality foods for everyday use and entertainment.

In addition, select a method to measure the effectiveness of the mailer. Make reasonable assumptions. Using your selected method, how will you measure the effectiveness of the advertisement flyer? Why do you think your method is appropriate in the given situation? Provide detailed justification for your choice.

Save your flyer as SU\_MBA6011\_W5\_A2\_LastName\_FirstInitial.doc.