

COPYWRITING EXAMPLES

Request Coop Letter...

Addressee,

This is a time when good business practices dictate that more advertising and promotion is a factor to be considered for struggling industries.

[COMPANY NAME] welcomes your vendor contributions based upon their purchasing power in 2007. With our combined efforts ([COMPANY NAME's] annual promotional budget and your cooperative contribution), we look forward to building awareness of their locations and showcasing your products this year.

Ingenious Solutions, an objective marketing/advertising partner, is retained to manage all vendors' expectations. It is common practice in various industries that manufacturers promote features and benefits of their products to their target markets (landscape professionals and homeowners) on a national, regional and local level. It has been requested that [COMPANY NAME] promote each product exclusively or with non-competing products.

Facilitating the partnership in managing vendors and customers' expectations, [COMPANY NAME] will provide customer service, variety/availability, product knowledge and competitive pricing.

Ingenious Solutions is a team player and our mission is to support your goal of increasing your revenues while cutting expenses. As partners, we can accomplish your goals of profit and professional integrity.

As you are aware, Ingenious Solutions is a trendsetter in establishing co-op guidelines for the Hardscape industry. As an expert in co-op rules of engagement, we are pleased to share our latest plan that will maximize your investment and benefit your business and [COMPANY NAME].

That being said, it is important that we define the various co-op terms and stipulations:

1. All request for co-op funds will be based upon 2% (unless a higher published amount is available) of all products purchased in 2007.
2. 100% co-op funds are available to be requested when a vendor is the only vendor appearing in ads (Radio, Cable TV, TV, Print, Set package cost as a participant at events)
Example: Hardscape Expo booth, How-2-Clinics
3. 50% co-op funds are available to be requested when various vendors (competing/non-competing) are appearing in ads (Radio, Cable TV, TV, Print, Website, Home & Garden Shows) Example: \$5000 print ad. Three vendors featured, [COMPANY NAME] pays \$2500 and balance is divided by 3.
4. Vendor Support Funds will be requested if you are a new vendor, or co-op funds are not available.

Sincerely,

Loni Amato
Ingenious Solutions