

## Men's Spas Do DIY Campaigns

### Knockouts' Franchisees Create Economical Beverage Coaster Advertising Campaigns

*Colorado and Texas* Two owners of the rapidly growing Knockouts franchise partnered with AdCoasters to develop a marketing campaign using custom-printed beverage coasters. The Knockouts' owners were looking for an innovative way to reach adult males yet keep the initial campaigns under \$1,000. AdCoasters developed the design incorporating a call-to-action offering a service discount to allow each location to measure response. Additionally, the design was developed to allow any of the Knockouts' franchise owners the ability to change the location information and even the incentive. To make the campaigns even more affordable, both owners decided to have their own staff distribute the AdCoasters to bars and restaurants located near the spas instead of using one of AdCoasters' distribution programs (please call for more information).

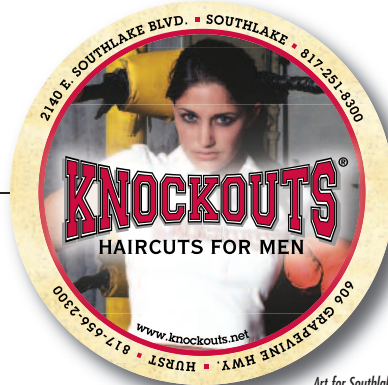
#### AT-A-GLANCE

**Client:** Knockouts Haircuts for Men  
**Quantity:** 10,000 per location creating over 50,000 impressions  
**Distribution:** By local Knockouts staff  
**Target:** Males, 21-60

 **AdCoasters**<sup>SM</sup>  
 Innovative Beverage Coaster Advertising

## THE MESSAGE

The front was designed to reflect the brand look developed by the franchise with the ability to list up to two different locations. Offset printed 4-color process.



Art for Southlake and Hurst, Texas locations

The back was designed to incorporate a changeable incentive panel. Offset printed 4-color process.



Art for Parker and Centennial, Colorado locations

1.877.4.ADCOASTERS [www.adcoasters.com](http://www.adcoasters.com)