

# leaflets

**Eyecatching leaflets need not contain BOGOFs!**

The fact that we remember and use a BOGOF proves that leaflets work. Effective leaflets need not be cheap looking, show the flimsiest products at unbelievably low prices or be received in free newspapers as carpet fall-out.

Good leaflets are small selling units of useful information, they are a quick read, are easily posted, displayed on counters, enclosed with packaged products for cross selling and they are economical to print. 'Current offer' leaflets may have a short lifespan but others publicise ongoing services, describe product assembly or include valuable or attractive guarantees, vouchers or invites.

**Airborne will create leaflets to attract your target audience.**

