

A Message from Our Founder



As the father of four wonderful kids, I know first hand the influence children have on family purchasing decisions. That's one of the main reasons I've dedicated such a big part of my professional life to kids' marketing – because *kids' marketing works.*

As kids' marketing specialists, we have the experience and market savvy to provide our clients with engaging and successful family dining programs. Our veteran staff shares my dedication to excellence in everything we do – from strategic and creative development to list and database management – all the way through to back-end tracking and analysis. By choosing FMP Direct as your marketing partner, you have my personal guarantee of unsurpassed service, cost efficiency and, most importantly, *profitable results.*

Give me a call at (800)-995-3343 today, and let's talk about building a customized kids' program just right for your business.

I look forward to becoming a part of your marketing team.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael J. Wilmet".

Michael J. Wilmet



The Way to a Kid's  
Heart



What's **3** feet tall,  
weighs  
**48** pounds,

and  
*strongly*  
influences

*your*  
customers'  
dining  
decisions



# Kids!



- Fact: Kids directly influence over \$ 8 4 billion in foodservice purchases annually.
- Fact: Households with kids account for 5 6 % of all money spent on food outside the home.
- Fact: Over 3 0 % of today's dining parties include kids.
- Fact: Households with kids lead the foodservice industry in customer loyalty.
- Fact: Kids are the next generation of paying customers.
- Fact: Since 1987, FMP Direct has been helping clients capture the family market with innovative, affordable and remarkably effective kids' marketing programs.

Strategic Planning • Creative Design • Broadcast Printing • Point-of-Purchase • New Movers Direct Mail • Loyalty Programs • Mailing Lists Birthday Clubs • Premiums • Web Site Design Database Management • Event Promotions Video Production • Cash Customer Identification Contests/Sweepstakes • Media Management

Whether you're a single location or a national chain – whether you're looking for a simple logo design or a full, turnkey program – count on FMP Direct to help you increase traffic, loyalty and profits – on strategy, on time and *on budget*.

For a free, no-obligation analysis of your current advertising and marketing program, give us a call at (8 0 0)-9 9 5-EDGE, or e-mail us at [fmpinfo@accessfmp.com](mailto:fmpinfo@accessfmp.com)



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