



## Reach your target market in seconds™

“ It was obvious from the table conversation that the customers were in my restaurant because of the MySaver text they received earlier that week.

*Michael O'Brien, Roots Restaurant, Nenagh*

“ MySaver got me new customers. Some have become regular customers of mine! I encouraged my customers to register for the MySaver Card as it is the cheapest way for me to communicate Offers to them.

*Julie O'Keeffe, Julie's Dog Grooming, Nenagh*

“ We ran an ad with MySaver and we made over €1500 in sales from it. The service that MySaver provides is very effective.

*Philips Furniture Warehouse, Nenagh*

“ We were delighted with the response we received on our recent MySaver ad. I have found it to be a most effective advertising medium and with the membership card it was obvious to us how the customers heard about our offers.

*William Hassett, Nenagh Lighting Centre, Nenagh*

# A new concept in marketing your business to a wider target market - instantly!



## MEASURABLE – TARGETED – INSTANT

MySaver is a members club of customers who want to receive exclusive offers from retailers and businesses in categories that they are particularly interested in. Customers avail of the exclusive offers simply by producing their MySaver card.

Retailers and local businesses use MySaver to reach potential new customers or indeed their own customers. You can reach potential customers in the whole county in an instant - in seconds really! MySaver provides direct communication by text and web to a wider target audience that have indicated they WANT to receive offers from businesses like you.

## HOW DOES IT WORK?

In each county customers can join for FREE! Both MySaver and indeed retailers and businesses will encourage potential customers to join – the more members the bigger the target audience.

Members can choose up to 5 categories from a possible 15 categories so that they will only receive offers they are interested in. MySaver will text the offers from retailers and businesses to those interested. A maximum of 5 texts a week to make sure it is not too many.

Retailers and businesses who join can send 4 text ads over a year, more if they wish. Additional FREE ads are also possible through our referral program. Ads are also placed on our website, [www.mysaver.ie](http://www.mysaver.ie), for all to see. The MySaver Support Centre can assist with devising the most suitable and effective offers so you get an instant response!

## HOW MUCH AND WHAT DO I GET?

**Sign up now and get our introductory offer of €375 – a saving of €120.**

For this you will receive:

- 4 text adverts to be used when you want
- 1 additional text advert if you refer 20 customers who join
- 1 additional text advert if you refer 1 other business who joins
- Ads also placed on [www.mysaver.ie](http://www.mysaver.ie) website
- Promotional posters
- Special offer posters
- Window decal stickers
- Members cards for new customers
- Dedicated support and advise on offers and copy
- Sales agents to assist you with the programme
- Report on the number of customers who received your ad

## So what are you waiting for?



0818 300 160  
localcall



info@mysaver.ie



[www.mysaver.ie](http://www.mysaver.ie)

# Mysaver™

## Categories

- |                            |                          |
|----------------------------|--------------------------|
| • House/Home/Garden        | • Farm/Animals/Pets      |
| • Holidays/Travel          | • Health/Fitness         |
| • Restaurants              | • Food/Beverage          |
| • Clothing/Footwear        | • Technology             |
| • Personal Grooming/Beauty | • Educational            |
| • Teens                    | • Utilities/Necessities  |
| • Kids/Baby                | • Crafts/Gifts/Jewellery |
| • Entertainment/Sport      |                          |

MySaver Ireland Ltd., Barnakay, Newtown, Nenagh, Tipperary



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www.mysaver.ie



Tipperary North  
County Enterprise Board



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Programmes 2007 - 2013

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and the European Union



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