

CUSTOMER INTERVIEW

John O'Neil, Yankee Candle

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– John O'Neil
Director of
Fundraising
Yankee Candle

What is your role at Yankee Candle?

Director of Fundraising.

How and when did you first hear about PTO Today for advertising?

We were contacted by PTO Today about a mailer and the relationship has grown over the past 2 years.

What were your advertising goals when you first started advertising with PTO Today?

We wanted to raise awareness that we were in the fundraising business. PTO Today recommended we take a prominent position in the magazine and utilize the trade shows as a benefit.

How did the PTO Today advertising team partner with you to help you achieve those goals?

PTO Today gave us several options to choose from including, mailers, CD's, web, print and polybag inserts.

What PTO Today advertising vehicles do you use now? (PTO Today magazine, Expos, Card Deck, Online, Buyer's Guide)? What are the results?

We use PTO Today Magazine, Expos, online, and the Buyers Guide.

In your opinion, how has advertising to PTO and PTA leaders through PTO Today helped you grow your business?

We have improved our spot in the magazine (Inside Back Cover) and average 20-25 information requests per month. A majority of these groups were not aware we did fundraising. Approximately 40% of these groups have booked a program.

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