

## PROJECT BRIEF

### E-Mail Marketing Campaign

#### DETAILS:

Write an email marketing piece that will be sent to independent restaurant owners to introduce the firm's new line of industrial coolers. Offer discounted admission to an upcoming trade show as an incentive. Capture respondent's contact information for future follow-up.

Maximum word count: 200

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Subject line: Save 50% On Admission to the Restaurateur Conference & Trade Show

Dear [recipient's name goes here]

As an independent restaurant owner, you know how important it is to stay up to date on the latest technology and trends in the industry. The 2015 Restaurateur Conference & Trade Show is a great way to do just this. Why not take advantage of a 50% discount on the price of admission?

While you're there, be sure to check out the new Light Bright and Reliable cooler line from Chill-o-Matic.

- Our new LBR coolers are light weight and on rollers. Two of your employees can easily move it to a new location in minutes. Stop wasting time and money on professional installers to maximize the efficiency of your kitchen.
- LBR coolers come in nine sizes and cost 28.2% less than similar models sold by competitors. So you'll save money. Based on a study by LR Brown & Associates.
- A condensation resistant full glass door makes it easy to see the food inside. Reducing energy and money lost from opening the door.

Stay up to date and save money by attending the 2015 Restaurateur Conference & Trade Show with this exclusive 50% discount from Chill-O-Matic.

[Click Here to Claim Your Discount Coupon!](#)