





[www.malvernvouchers.co.uk](http://www.malvernvouchers.co.uk)

[www.worcetervouchers.co.uk](http://www.worcetervouchers.co.uk)

[www.herefordvouchers.co.uk](http://www.herefordvouchers.co.uk)

Objective:

A double sides postcard A6 size. MUST stand out and want to be picked up, compelling enough to drive people to the websites.

**Key Messages:**

Save money when you shop locally

**Great savings all in one place**

The range of vouchers: see left hand category menu on website. Not just eating out but shops and services too, give a sample of what’s on offer in a an easy to digest format. Not too text heavy.

Sites also include latest what’s on info plus Ask the Expert free advice per category; these are secondary messages

The postcards will be available in busy high footfall areas in racks and on counters. They will be competing for attention with hundreds of other flyers/leaflets etc