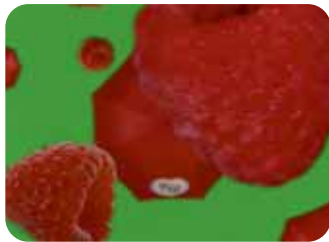
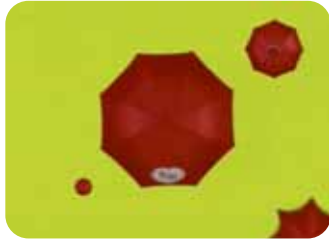


## Client Spotlight: D&W



### Helping D&W ring up bigger sales.

D&W Food Centers have always had a strong presence in the West Michigan area. Yet the retailer faced increasing competition from value-oriented chains. To retain and grow its customer base, D&W turned to Felder for some fresh ideas. We helped the company communicate its unique combination of quality, value and exceptional service across different types of media, informing a larger segment of the population about why D&W is a nicer place to be.



D&W challenged Felder to develop a series of co-op radio and TV ads that would strengthen the company's brand recognition and satisfy vendors.

Felder's solution was to create flexible spots that featured colorful visuals and a sophisticated, yet whimsical, tone. The warmth of the announcer's voice mirrors the approachable, customer-service focus of the company. Main spots are rotated and kept fresh with updated voiceovers and weekly product features.

The TV spots have significantly increased sales volumes for the featured vendors while reinforcing the message that D&W offers a friendly, service-oriented shopping experience.



Broadcast advertising





D&W has built a reputation as being much more than a grocery store. Customers are drawn to the quality and value of the products, but also to specialty departments like wine, floral and the marketplace deli. These outdoor boards spotlight the different departments and successfully reinforce the D&W branding by associating the food with the highly recognizable tagline — “A nicer place to be.” Eye-catching illustrations were teamed with the succinct headlines for maximum impact.



*Outdoor Advertising*

Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Visit us at [www.felder.com](http://www.felder.com) to see more examples of our brand-building success.



Felder Communications Group 50 Louis NW 600 Trade Center Grand Rapids, MI 49503-2633  
p. 616.459.1200 f. 616.459.2080 [www.felder.com](http://www.felder.com)

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