

Advertiser

Join the Learning Curve

Acorn's Autumn Promotional Campaign

Acorn is planning an extensive autumn advertising campaign to promote the Learning Curve – the complete family computing solution. 40 million people will be reached by the campaign.

The benefits of owning a Learning Curve system at home are impressive:

- EDUCATIONAL–Acorn computers are used in 85% of schools – give children a headstart in the home
- BUSINESS–Excellent PC software compatibility
- CREATIVITY–Word processing, painting, drawing and DTP
- ENTERTAINMENT–Music and games



THE ADVERTISING CAMPAIGN Television



- Granada
- Yorkshire
- TVS



National Press

Introducing The Learning Curve...
From today, there's another great seat of learning in Britain.

- Daily Mail
- Daily Telegraph
- Times
- Guardian
- Sunday Times
- Mail on Sunday
- News of the World



Each media title has been chosen on the basis of a proven success record for Acorn customers. They will generate many thousands of quality sales leads.

Acorn

Participation

THE SUPPORT PACKAGE

Generating leads and creating awareness is only half the task. We want to work with professional dealers who will capture interest and close sales. For participating dealers we will provide the following:

Leads in your area

- Provided as address labels for easy mailing
- Telephone call sheets to track follow up campaign

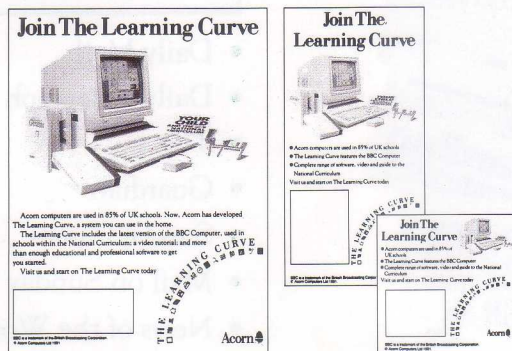
Dealer directory

- Your address listed next to one of Acorn's national adverts



Local advertising support

- Camera ready adverts for your local campaign



Point of Sale

- Monitor crown
- Keyboard displays
- Posters
- Rolling demos
- In-store videos
- Window stickers



Home & School

- Assistance with sales events for parents in your local schools

HOW TO PARTICIPATE

Acorn is seeking your commitment to our substantial promotional campaign. Complete the participation form to ensure that you maximise this exciting opportunity.

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