

E-News!

Your Logo

Your Company Name

**YOUR
COMPANY
INFORMATION**

"We're Sorry. You Are Not A Winner."

That makes me a loser. I don't like being a loser. And I don't like companies who make me feel like a loser.

Granted, I have free will and I can choose to feel like a loser or not. But there's something to be said for the fact that I did everything the company asked me to do. I spent my money at their stupid store or bought their crummy product. I read the dumb contest hype. I wasted my time logging on to their website. I played their retarded game. Just to read,

"We're Sorry. You Are Not A Winner."

The whole thing is anti-climactic and leaves me feeling a bit empty. If not less, I certainly do not have MORE love for the company.

"Not A Winner" is just another way to say, "Loser!"

Everyday, around the world, companies waste big dollars handing out cheap junk to every Tom, Dick and Harry that walks past their trade show booth. They are handing the stuff out without regard to whether the person they're handing the stuff to has any intention of ever buying anything from them. They measure the success of the trade show by the number of items they "got rid of."

On the other end of the spectrum, thousands of people who have spent money with a company, jump through a bunch of hoops to play the company's promotional gameare told they are a loser.

That doesn't make any sense. Yet companies do it every day.

When considering a promotional contest, serious thought should be given to...

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OR
A QUOTATION**