

Regarding Avoid Similar Industries' Advertisement

Some advertisement companies commit not to distribute similar industries' flyers at the same time. In my point of view, this is just for comforting and might even use this gimmick to improve their bargaining power with customers. In fact, every company will follow their planned to place their flyers in specific time with specific location. If there are similar industries' flyers distributed in the area, they will finally meet in the letterbox no matter which advertising companies distributed them. In another words, it is unnecessary to consider how to avoid similar industries' advertisement.

In reality, I used my argument to reach Real Estate Professionals Padstow that it is not necessary to think about its competitors' advertisement places in the same area. And a few years ago, one of my client Real Estate Alliance Panania made clear that they didn't mind distributing its flyers with the competitor in the very beginning stage. Also, my loyalty client Real Estate PRD Riverview and Real Estate R&W Padstow has the same opinion. The Restaurant House of Lee even shows its welcome to fair competition. In summary, it is incapable to avoid similar industries' advertisement with such a concessional price.