

## **Wal-Mart – Picture Me Insert Program Marketing Partnership Overview**



### **Wal-Mart – Picture Me Overview**

Picture Me Studios is one of the largest and most well known portrait photographers in the United States. It operates over 1,390 Picture Me Studios in all 50 states. Most of the stores are located inside of Wal-Mart and some are stand alone stores. Picture Me Studios offers digital imaging technology and a choice of poses and print sizes, as well as photo accessories.

### **Program Overview**

When a consumer purchases a portrait package, they can either have the pictures produced on site or at a lab. When the final pictures are prepared, they are placed in a Picture Me envelope which contains valuable coupons and advertisements from some of our partners. The Picture Me insert program has produced great visibility to our partners. Picture Me Studios hands out over 2,400,000 envelopes with pictures and ride-along inserts on an annual basis.

### **Program Benefits**

This special insert program is not commercially available; only a limited number of partnerships are available. Your marketing message is placed inside the envelope with the pictures and is hand delivered to the consumer in an uncluttered environment. Your company will benefit from the powerful and positive association with the highly regarded Wal-Mart brand.

### **About Partners Marketing**

For over fifteen years, Partners Marketing has been successfully connecting America's leading brands with families, helping build lasting brand loyalty and relationships. We are the only marketing services company focused exclusively on the families with children market. For information including further program details, pricing, and answers to all your questions, please contact George Bardenheier, Executive Vice-President at 630-524-9901, x16.