

Survey Intro Letter – KB Toys Grandparents’ Rewards Club

Dear <letter sal>,

Thank you for your continued participation in the Tribune Consumer Panel. You’re part of a group that’s more than 3,000 strong, and companies are taking note. Your input matters.

Here’s the next chance to have your voice heard.

This package contains information about the KB Toys Grandparents’ Rewards Club. We’d like you to take a look at this information and study the Club’s benefits and rewards. If you can, we’d also like you to sign up and go to a KB Toys store to see for yourself how it works (it’s a great chance to get a head start on the holiday shopping season).

Keep in mind that you don’t have to be a grandparent to participate. KB makes the Club available to all consumers age 50 or older.

When you’ve given everything a look and made up your mind, please fill out the enclosed survey and return it to us. Even if you don’t make it to a KB Toys store, that’s OK. We’d still like to know what you think of the program.

KB Toys will use your feedback to improve their design and marketing process, resulting in a better consumer experience. We’ll use your feedback to determine whether or not the Rewards Club meets the high standards necessary for an Erickson Award of Excellence.

Thanks for helping out, and, as always, stay tuned for your next mission.

Sincerely,

John Makowski
Panel Director