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**Subject:** AllOver Update: March 2015

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## **FEATURED BLOG:**

### **MILLENNIALS FAVOR CONVENIENCE STORES**

The millennial generation is expected to begin spending \$200 billion annually by 2017, when they will enjoy increased spending power. In order to gain their attention with advertising, you must first [spends](#).

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## **CAMPAIGN SPOTLIGHT:**

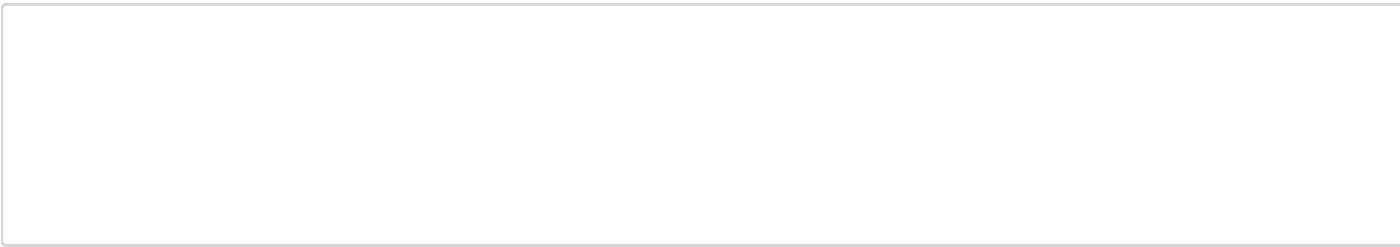
### **H&R BLOCK "IT'S REFUND SEASON" DOOR HANGERS**

This innovative H&R Block [door hanger](#) campaign beat the clutter of direct mail, putting vibrant checklist of necessary tax documents on a folder to organize them made filing easier than ever.

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## **ADDITIONAL INFORMATION:**

[Download a Media Kit](#)



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