

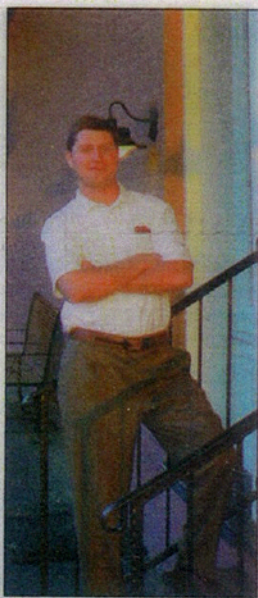
ADVANTAGE

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Look Ahead Eyewear, says that The Indoor Advantage offers her a number of distinct advantages. "I can specifically target the customers we are trying to reach," McCormick says. "There is no guesswork involved, and our advertising budget is now truly efficient."

For Ivy Jackson, owner of Miss Behavin' fashion boutique, the proof that her own Indoor Advantage advertising works comes in the form of frequent feedback from her customers. "It was pretty shocking that, time and time again, I hear from my clients, 'I saw your ad in the ladies' room. I saw your ad in the ladies' room.' This type of advertising obviously works and is reaching our clients more than any other form of advertising I've used."

Typically, Edmonds says that when people first encounter the ads, they think



Addison Edmonds at the entrance to Rooster's.

that the company behind them must be a franchise from out of town. "But I want people to know that I started the company from scratch as a means to remain in Oxford after I graduated from Ole Miss."