

# Why try harder?



To try harder because of not being the biggest, was a strategic philosophy that changed our industry forever. When Avis created advertising history\*, they justified better service through their position as No.2 in the market.

Dawn till Dusk, on the other hand, has no similarity to Avis. Except for our confidence\*\*, perhaps. When you reach 4.2 million Swedes, every morning and every evening, you don't try harder. You deliver. You dominate. And you reach further. That's as good as it gets.

When you join us, you'll see what it's like to advertise with a No.1.

So we ask you once again. Why try harder?

Go with us next time.

The line of contacts at our counter is longer.

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\*Using print ads by the way.

\*\*Heck, we just made a print ad in American english.