



Date: 03/08/2018

**Grocery Store:** Kroger  
**Customer:** Daniel Craven  
**Business:** Craven Hoover & Blazek  
**Address:** 7550 S. Meridian St. Suite C1, Indianapolis, IN 46217 - US  
**Phone:** 317-881-2700

**Comments:**

My firm has participated in the Cartvertising shopping cart advertising program for several years. We look at it as a way to repetitively, consistently and tactfully display our name, logo and practice areas to the public. We started in one Kroger store and expanded into other stores on the south side of the Indianapolis metropolitan area. For us, Cartvertising has been an effective way to place our brand in front of many potential clients in our primary marketing area. My partners and I frequently receive positive comments from clients and friends. In short, the Cartvertising program has been a wise investment for our growing practice.

**Signature:** Daniel Craven

A professional advertisement for the law firm Craven Hoover Blazek Attorneys at Law. On the left, a man in a grey suit and tie stands with his hands clasped. To his right is a blue square logo with the firm's name in white. Further right is a golden scale of justice. Below these elements, the firm's address is listed: "7550 S. Meridian Street, Suite C • Indianapolis, IN 46217 (2 1/2 miles North of Kroger)". The primary practice area, "Personal Injury", is written in a large, bold, italicized font. Below it, "Wills and Estate Planning" and "Estates, Trusts and Guardianships" are listed in a smaller, italicized font. At the bottom, the phone number "317.881.2700" is prominently displayed in a large, bold font, followed by the website "www.chblawfirm.com", a Facebook icon, and a QR code. A small identification number "INC 0099 1216" is visible in the bottom right corner.