

HEALTHY GUY

By David J. LeMaster

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September 10
Dear Healthy Guy Sandwiches,

Bravo! Your new Turkey, Lettuce and Tomato on Rye is the best sandwich I've ever tasted. It's your patented "Secret" Sauce that makes it great. How do you make that sauce? It's a wonderful, tangy sensation of mustard and honey with just a hint of citrus—crazy but delicious!

Cordially,
J. Edmund Beasley
A loyal fan

September 15
Dear Healthy Guy Sandwiches,

You did it again. The new Healthy Grilled Chicken Sandwich with "Secret" Sauce is a coup de grace. And just to think—it's only 95 calories and 5 grams of fat!

Please think about creating a new healthy shrimp or crab salad. I'm a seafood lover, and I'd certainly love to try shrimp with that tangy "Secret" Sauce.

Yours,
J. Edmund Beasley
A loyal fan

September 20
Dear Healthy Guy,

Tonight's newscast says you lost millions last quarter and are closing some stores. Why? How could the world not understand the benefits of the new Healthy Roast Beef with Secret Sauce? To tell the truth, I think it's your commercials. They're quite egregious. How about a nice new jingle, or something where your customers give testimonials?

Just a suggestion,
J. Edmund Beasley

September 28
Dear Healthy Guy,

I just saw your new commercial. Are you insane??? It's infantile. It's ludicrous. It's embarrassing. What audience are you targeting? Old people? They don't even have teeth.

Young people? The commercial is too stupid. We laugh in your face! In short, you'll never get new customers by showing some dude in a heart costume working out on a cardio machine and eating Healthy Guy Sandwiches! Equally bad is your slogan, the dreadful visual and aural pun, "Toast to your health." And I hate the end where the heart guy bandies about with a second idiot dressed in a "toast" costume. Whichever criminal from Madison Avenue sold you this inane drivel should be shot. You deserve far better than this mindless tripe. Please.

I adore your Jerky Turkey. I love your Chicken Ala Healthy. And most of all, I have cravings at night for your "Secret Sauce." Please, whatever you do, find a better campaign. If you go under, I don't know what I'd do.

Concerned,
J. E. Beasley

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