

# Hi.

July 20, 2011

Dear Profero Sydney,

After hours of tireless craftsmanship to ensure an aesthetically pleasing and, more importantly, a safe cleaver award that you can show off to all of your friends without injuring them, I am pleased to present to you the second place award for the Profero/Plan.Net 2011 BOBs Campaign of the Year.

Although each cleaver is mighty in its own way, your cleaver is the most size appropriate, not too big and not too small. If first is the worst, and third is the one with the hairy chest, then you are certainly the best! (Apologies if that children's rhyme only exists in America. Boy, would that seem weird...) Congratulations Dave Bentley and your talented team for creating a wonderful Pizza Hut campaign!

Now keep up the hard work and prepare a spot on the mantle for next year's award. That is if you think you can maintain the title...

Lovingly yours,  
The Profero New York team

