

Valassis

Success STORY



Example of Brand Bag™ and Newspaper Preprint Promotion

Media Vehicle: BRAND BAG™ &
NEWSPAPER PREPRINT
Discount Retailer

"Sales were great yesterday chain-wide and sales in the Brand Bag™ markets were even better!" - Contact at Discount Retailer

Challenge

Prompt back-to-school shopping by generating awareness and trial among new and current customers for two promotional events.

Results

The Advertising Resulted in Sales!

- The discount retailer experienced a lift in sales and their expectations were exceeded in the majority of the markets.
- Brand Bag™ markets outperformed non-Brand Bag™ markets.
- Albuquerque, a long-term underperforming market, had one of the largest percentage increases relative to the chain's overall performance!

Generated Awareness and Trial Intentions

Increase in awareness

- 50.2% of all respondents recalled the discount retailer's Brand Bag™.
- 39.3% of all respondents looked through the discount retailer's preprinted insert.

Product synergy

- The Brand Bag™ motivated 44.3% of respondents to look through the discount retailer's preprint inside the newspaper.

(Base: consumers who viewed the discount retailer's newspaper preprint, 39.3%)

Drive store traffic

- 23.4% of all respondents stated that 4% had already shopped and 19.4% will definitely or probably shop one of the promoted sales at the discount retailer.

Source: Verified Audit Circulation

Insights

- 74% of adults regularly check Sunday newspaper inserts from discount stores.
- 70% of adults have checked advertising inserts, in the past 30 days, to plan shopping or make purchasing decisions.
 - 67% of adults with household incomes of <\$35,000 use advertising inserts for this purpose.

Source: 2001 National Study: Newspaper Advertising of ROP-Inserts and Coupon,

January 2001. Commissioned by Newspaper Association of America ©

Ideal Strategy

Reach

Maximize the coverage, near each store, of the discount retailer's target demographic.

Generate Trial

Deliver the discount retailer's event messages and sales offers to consumers in a highly promotional environment.

Impact

Use the high impact Brand Bag™ product to break through the clutter and promote readership of the preprint.

Solution

Reach

ZIP Navigator Process

- The ZIP Navigator methodology was used to prioritize ZIP codes.
- Overlaid Valassis' proprietary newspaper database with the prioritized target audience.
- Selected newspapers that best covered the targeted and prioritized audience.

The Products' Features that Help Generate Trial

- The Brand Bag's™ high impact and full color generated excitement, awareness, and trial, for the promoted sales:
 - The Brand Bag™ for one of the promotions included a coupon for 25% off one item.
 - The Brand Bag™ for the other promotion included advertising for an additional 30% off clearance merchandise.
 - Both Brand Bags™ clearly stated the store's name, event, and promotional dates.
 - Consistent design elements were maintained on both Brand Bags™ and the preprinted inserts.
- The 6 page trifold and 4-page preprinted inserts enabled a wide selection of the merchandise to be shown.
- Valassis printed the Brand Bags™ and preprinted inserts.