

Success STORY



Media Vehicle:
Integrated Solution
OSR

Valassis Helps QSR Launch New Product to Success!

"... quarter earnings rose 12 percent, beating expectations as new products . . . helped reverse a slowdown in U.S. sales . . ." (Reuters 2003)

Challenge

Introduce and generate trial of the Quick Service Restaurant's (QSR) new menu item.

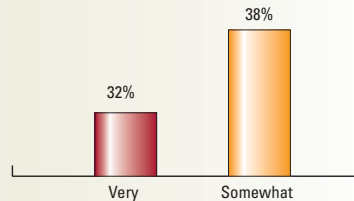
Results

Valassis Contributed to the QSR's 12% Earnings Increase!

Research Confirms Success

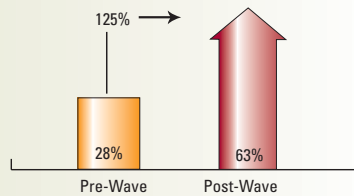
Create trial intentions

- After exposure to the print advertising, 70% of consumers are likely to try the new product. (Base: The 66% of consumers who recalled seeing the ad.)



Generate awareness

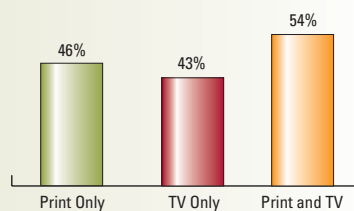
- Significantly more post-wave respondents recalled seeing the QSR's advertising in a newspaper preprint. (Base: Respondents who recalled seeing any of the QSR's print advertising.)



Media synergy builds awareness curves faster

- The print and television combination delivered the greatest awareness at 54%.
- Generated higher awareness among consumers who had already seen the TV ad.

(Source: 2003 C&R Research)



Additional Benefits for the QSR

- Incremental sales - 35% of the new product purchases are accompanied by another item.
- Parent Purchases - Sales of children's meals rose 6% and are often purchased with the new product.

(Source: CBS.Marketwatch.com 2003)

Insights

- With thousands of U.S. stores, mass reach was needed to support the national launch of the new product.
- Generate trial - 69% of consumers who use coupons to try new products also read a Sunday newspaper..
- Reach and connect with adults - 23% of Sunday newspaper readers who are also heavy users of this QSR (5+ times/month) go to fast food restaurants based on a child's decision (Index of 162).

(Source: Mediamark Research Inc., 2002)

Strategy

An Integrated Print Solution Was Part of This Success Story!

- Generate trial - Deliver the QSR's compelling creative and enticing offers to consumers in a highly promotional environment.
- Reach - 85% household coverage goal utilizing Valassis' extensive proprietary newspaper database.
- Integrate - Utilize a combination of Co-op, preprinted inserts, and Direct Mail to maximize coverage.

Solution

Reach & Utilize Newspaper Database

- The critical mass of the client's restaurants enabled Designated Market Areas (DMAs) to be the trade area.
- Selected newspapers that best covered each DMA at 85% or greater.
- Selected Solo newspapers to supplement the Co-op coverage.
- Valassis printed the newspaper preprints and Direct Mail pieces.

Co-op

- Entire market list circulation (58,717,000) was used.
- Co-op covers were purchased for the promotion.

Newspaper Preprinted Inserts

- Solo newspapers and TMCs were used at full run to supplement the Co-op coverage.
 - Niche publications were used to deliver the desired audience and included: Hispanic, African American, Asian, and College newspapers.

Integrate

Direct Mail

- Used to reach Hispanic and African American consumers.

Product Features that Help Generate Trial

The Co-op provides:

- Mass reach, and
- Strong readership among women and households with children - the QSR's target audience.

Preprinted Inserts:

- Provided increased reach,
- Enabled the QSR's advertising to have neighborhood presence by incorporating community newspapers, and
- Strengthened cultural and community relationships, not necessarily bound by geography, through support of niche publications.

Direct mail

- Facilitated trial by reaching consumers who are not newspaper subscribers.