

Valassis

# Success STORY



Media Vehicle: Newspouch  
with coupon  
CPG-Foods

## The Newspouch promotion was a success with acquisition and re-activation into the franchise.

**Challenge:** Stimulate trial of a new line extension for a cereal brand.

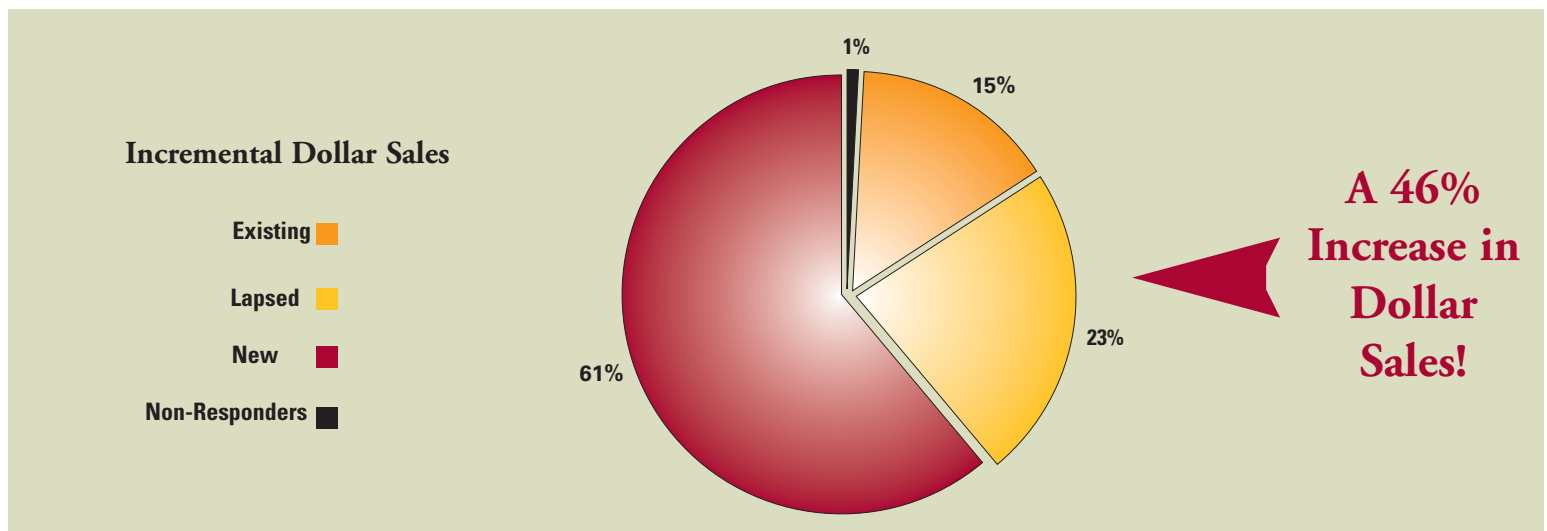
**Solution:** Deliver targeted Newspouch program to 1.9 Million households

- The program encouraged trial of the food product from the sample
- A one portion sample of the food product was delivered
- There was a \$0.70 coupon with a 7 week expiration period

**Results:** The program was successful in generating trial and stimulating existing buyers.

- Top line Results
  - +28% in Buying HHs
  - +46% in \$ Sales
  - +26% in Transactions aka – “Trips”
- This promotion was successful in attracting trial usage and existing customers were retained.

(Source: Custom research utilizing Frequent Shopper Data to assign HHs to test vs. control stores based upon where the promotion dropped)



**Takeaway:** The sample and coupon attracted new buyers AND re-activated lapsed customers back into the franchise.