

Valassis

Success STORY



Media Vehicle:
INTEGRATED SOLUTION
Retail - Food

Integrated campaign drives cross-category sales and pharmacy awareness

Challenge

A grocery retailer wanted to grow sales of pharmacy related products and promote health education

Solution

Integrated Valassis mass reach and targeted products to distribute offers, increase awareness and deliver retailer equity/theme

- Preprint used to communicate brand messaging/offers, position retailer as a destination for health information and product needs. Provides call to action and leverages strong readership of newspaper inserts:
 - 88% of Sunday newspaper readers read the Sunday newspaper inserts, and 71% of consumers use inserts to decide where to buy groceries (Source: Vertis Customer Focus 2006 Study)
- Brand Bag™ advertising to maximize awareness among high potential households, directing them to the preprint insert featuring offers and coupons
- Direct to door bag to deliver additional pharmacy offer and create opportunity for manufacturers to tie-in with samples or advertising

Takeaway

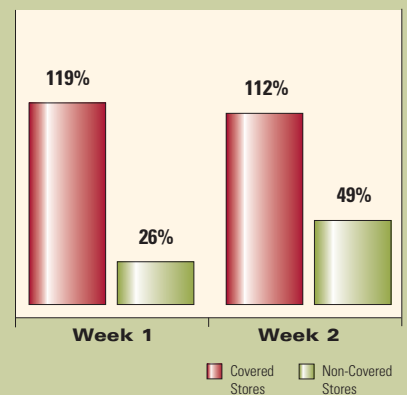
An integrated media campaign delivering surround sound communication can successfully build retailer equity and drive sales

Results

The integrated solution drove significant sales gains during event weeks!

- Results across multiple programs show strong increases in dollar sales for the featured brands — with covered stores outperforming non-covered stores nearly 5:1 in week 1 and more than 2:1 in week 2
- The retailer has been so pleased with program results, they are looking to continue the program in the future

% Change Sales vs. YA



(Source: Client supplied proprietary data)