

Valassis

# Success STORY



Example of a  
Valassis FSI ad

Media Vehicle: Co-op FSI  
R&S - OSR

## The Valassis Co-op FSI has seen significant performance improvements over time, capturing more customers and driving transactions per household

Source: Agency to Client

### Challenge

A key challenge was to stay within budget and improve frequency of communication to stay top of mind with consumers while generating awareness and growing unit volume.

### Solution

The 2-page Co-op FSI had helped to build brand equity, shorten the purchase cycle and increase guest check. However, in an effort to improve return on investment and boost frequency of drops, it was proposed to reduce the 2-page Co-Op FSI into one page with the same amount of coupons. The goal was to enhance brand value and lead consumers to comparable activation while maintaining budgetary guidelines.

Creative recommendations were given for the one page design replicating the 2-page layout:

- 11 coupon format (2/3 of the page)
- Reduce creative area to 1/3 of the page

### Co-op FSI

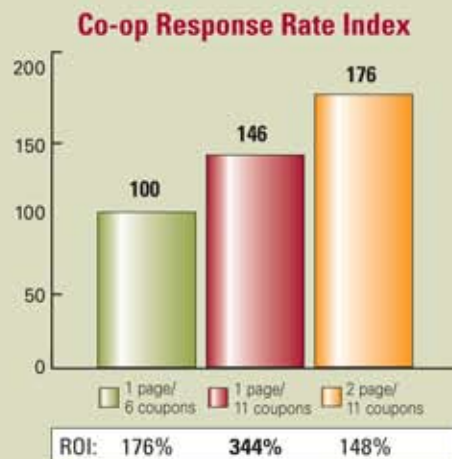
- Stay top of mind with all user groups through frequent and effective communication.
- Competitive-free environment.

### Takeaway

- Valassis products are proven to drive unit volume and response which allows for more sales and a spike in traffic.
- Valassis can provide the optimal vehicle to maximize your return on investment.

### Results

- The one page new design had a 95% increase in return on investment and a 46% increase in response compared to the standard layout



Source: Agency to Client

### Insights/Facts

- 77% of their customers use coupons
- 42% of their customers purchase on deal over 50% of the time
- 51% of their customers consider coupons when purchasing pizza

Source: Client