

Valassis®

# Success STORY



Media Vehicle: PREPRINT  
Retail - Drug

## Preprint drives market basket increase over 10%

### Challenge

National Drug Chain needed to create a point of difference during a highly competitive time period.

### Solution

Valassis recommended a preprint delivered to high indexing households around store locations.

- 8-page format containing various coupon offers targeted to specific consumer groups
- Methodology
  - » 2 mile radius around store locations
  - » Healthy lifestyle/diet indexing greater than 110

### Results

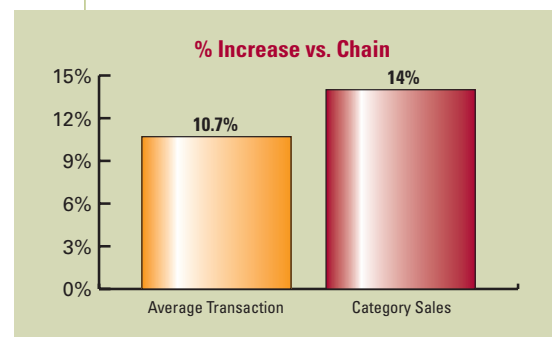
Despite significant competitive activity, consumers receiving the preprint drove an increase in market basket size.

- Stores in the targeted area had a 10.7% greater market basket size than the chain average<sup>1</sup>
- Stores in the preprint targeted area consistently outperformed the chain during the 5 week promotion<sup>1</sup>
- Category sales linked to the preprint increased by 14%<sup>1</sup>.
  - » 29% increase in the number of promoted units during promotional period

### Takeaway

Preprints can help retailers stand out during highly competitive and promotional times of year.

- Valassis targeting capabilities can efficiently reach your target audience during key promotional periods that match your demographic and the behavioral lifestyle of the desired consumer.



<sup>1</sup> Source: Client supplied data