

RedPlum™ Media Planning Guide

Handy reference when you're promoting value to consumers today.

Choose media that's proven to engage and activate. To help you decide, this guide provides a quick synopsis of all your options in the RedPlum portfolio, complete with proof of performance, targeting tools and insightful resources. Start strategizing, and see results.



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RedPlum Shared Mail

Wrap

- Oversized, full color 4-page wrap serves as the carrier of weekly circulars and inserts
- Cost-efficient, broad reach saturation for pennies per household
- Delivered to approximately 150,000 households per Zone, 600+ Zones nationally

Inserts

- Sophisticated targeting at the ZIP Code or sub-ZIP Code level
- Flexibility to version message and use innovative formats
- Shorter lead times and full printing services available

Key Media Learnings

71% of surveyed households read or looked at RedPlum Shared Mail in a 7-day period

40% of surveyed households made one or more purchases as a result of print ads in RedPlum Shared Mail in a 7-day period¹



RedPlum Co-op FSI

(Cooperative Free Standing Insert)

- Versatile, cost-effective coupon delivery vehicle that reaches 60mm households
- Category exclusive, 4-color, FSI book
- Weekend distribution 40+ times per year
- Select newspapers by market or obtain full national coverage

56% of FSI redeemers are New or Lapsed Brand Buyers; and 28% of the New and Lapsed Brand Buyers make at least one repeat purchase²



RedPlum Newspaper Insert

- Inserts distributed through targeted Newspaper circulation
- Targeted at the Zone or ZIP Code level
- Flexibility to version message and use innovative formats such as die-cuts, oversized and multi-page
- Run any day of the week in any of thousands of newspapers
- Turnkey and Express programs provide efficient print and fast turnaround

73% of adults read newspaper inserts regularly or occasionally³



RedPlum ROP (Run-of-Press)

- Run cost-effective advertising with quick-turnaround in the newspaper sections of your choice
- Over 15,000 newspapers, including community and niche publications
- Variety of specialty formats including Adhesive Notes
- Customize message geographically and promotionally with versioning capabilities
- Full-service promotion management from program strategy consultation to e-tearsheets all under one-order, one-bill

ROP enjoys 40% overall average recall rate

Recall is 22% higher with full color ads than B&W only

Increased impact: 62% recall for Spadea and 57% recall for AdNotes⁴



RedPlum Retail Connection®

- Full or half-page ad in the RedPlum Co-op FSI
- Features manufacturer's product with retailer logo and price points
- Reaches consumers at decision point of "where to shop"
- Provides additional household reach beyond store circulars alone (up to 60 million households per drop)
- Drives qualified store traffic

Key Media Learnings

Retail Connection increases participating retailer's share of redemption by 78%²



RedPlum Newspaper Polybags

- **RedPlum Brand Bag™** reaches over 40 million households on a single day/weekend; billboard impact at the door for unrivaled awareness
- **RedPlum Brand Bag+™** version includes an attached perforated coupon or call-to-action
- **RedPlum Newspouch®** features a heat-sealed pouch to hold sample/brochure

Average recall: ⁵	
Brand Bag™	27%
Brand Bag+™	38%
Newspouch®	64%

Average dollar sales net lift for polybags: 38.9% pts²



RedPlum Solo Direct Mail

- Single advertiser mailer with flexible format for offers and samples
- Targeted using frequent shopper data, demographic/behavioral/geographical mailing lists or your customer data
- Personalize messages, offers, maps, language or photos to households

69% of US respondents prefer to receive coupons by mail⁶

82% of coupons/special offers received in the mail are used¹



RedPlum Direct-to-Door

- Formats include Door Hang Card or Bag
- Flexible delivery through network of qualified distributors
- Unique online, real-time tracking of distribution from start to finish
- Targeted at radius, ZIP or block group level, reaches up to 53 million homes
- Ideal for targeting niche consumers, where newspaper circulation is limited or around store location

Average recall for Direct-to-Door program: 43%⁵



Insignia POPSigns® (In-store Advertising)

- Update your price changes weekly
- Create shelf edge call-to-action
- Reach a national retail network – over 9,600 stores
- Customize your message and still be at shelf in 5 weeks or less
- Real-time pricing from each retailer's pricing system

Key Media Learnings

Average sales lift at regular price is 27.6%

Average lift at a reduced price is 138.1%⁷



RedPlum AdPOP/BladePOP™ (In-store Advertising)

- Four-color advertisements make announcements in front of your product
- Grabs shoppers' attention while they scan the aisle
- Engages shoppers with your brand
- Cross-merchandise in front of complementary categories

Sales lift: 6% - 16%⁸



RedPlum CouponPOP™ (In-store Advertising)

- Coupons consumers can use the same day during check out
- Strategically placed in front of your product
- Drives trial and encourages immediate purchases
- Generates incremental sales from new and current users

Sales lift: 16%⁸



RedPlum InfoPOP™ (In-store Advertising)

- Leaflet dispenser that delivers information to consumers from recipes and rebates to offers and sweepstakes
- Interact with shoppers
- Increase brand awareness
- Great for product launches

Historical sales lift: 7% - 13%



RedPlum FloorPOP™ (In-store Advertising)

- Get cart-stopping awareness
- Lead shoppers directly to your brand or new products
- Highlight brands on lower shelves

Historical sales lift: 7% - 16%



Shared Email Events

- Reach and activate up to 30 million consumers with 5 seasonal events via email
- Invite targeted recipients to browse through a Rich Media Flip Book
- Feature great seasonal offers, products, website links and video
- Highly cost-effective shared email vehicle

Key Media Learnings

37% of shoppers prefer to receive promotional messages via email⁹

54% of consumers report being more likely to purchase a product in a store after receiving a marketing message via email¹⁰



Digital Coupon Distribution

- Targeted distribution at national, regional, local or retailer-specific levels
- Turnkey solution for distribution of a single campaign leveraging print-at-home and 100% electronic download to card/ID technology platforms to activate more consumers
- Pricing is per “clip” – you only pay when consumers actively print or download your offer to their retailer shopper card
- Redplum.com network of 1,200+ quality shopping, lifestyle and retailer websites and over 127 million loyalty program holders

42% of U.S. shoppers print coupons from the Internet

16% of U.S. shoppers download coupons to a frequent shopper card¹¹



Display Ads

- Target by demographics, interests, geography and/or online behavioral data
- Extends your offer or promotional activity online
- Drives web traffic, links to coupons or landing page
- Quick turn – ads can go live within 4-7 business days
- Uses high-impact, Interactive Advertising Bureau standard ad sizes with static, flash or rich media formats

97% of U.S. Internet users turn to online media to research local products and services prior to shopping¹²



Acquisition Email

- Targeted to reach desired consumer profiles at local or national level
- Time released for specific days of the week and day-parts to maximize impact
- De-duped against existing customer database to only reach new consumers
- 100% permission-based customer database of 75 million email addresses, fully CAN-SPAM compliant

93%+ of adults (18+) subscribe to emails from brands, and on average they subscribe to nearly 10 different brand email programs⁸

2 out of 3 consumers will provide an email address in exchange for “value” such as special promotions, discounts, freebies, or upcoming sales alerts¹³

1 TNS Custom Studies, NFO WorldGroup, 2010
 2 Valassis Benchmark Database, 2011
 3 MORI Consumer Study, NAA, 2009
 4 Research & Analysis of Media (RAM), 2011
 5 Verified Audit Circulation & Woelfel Research, 2011
 6 Epsilon Coupon Study, Feb 2010
 7 Published Data of All Live Programs

8 MASI International TvC Analysis 2010-2011
 9 eMarketer, 2010
 10 eDialog, 2010
 11 Grocery Manufacturers Association (GMA) and Booz & Company, 2010
 12 BIA/Kelsey and ComStat, 2010
 13 ExactTarget, 2010

Targeting

Profiles your most likely customers – who they are, where they live and what is the best way to reach them. Based on your marketing objectives, we use best practice insights and powerful resources such as geodemographic, behavioral and/or client supplied data to generate valuable market-wide or location-based media recommendations.

Integrated Media Optimization

Valassis' patented Integrated Media Optimization engine finds the most effective blend of newspaper and shared mail options on a market by market basis. Using advanced mathematical modeling, it factors in client objectives, budget, targeting criteria and media scores. IMO allows for rapid scenario planning – exploring the client's requested print media, and identifying alternative solutions from our RedPlum portfolio to deliver better coverage for the money.

Nielsen/Claritas Census Estimates & Projections

Annual updates of key demographic information (age, income, ethnicity, education, etc) for all levels of geography (Carrier Route, ATZ, Block Group, ZIP, County, Market Area, Region, etc.).

Consumer Buying Power (CBP)

CBP uses consumer expenditure survey and sales estimate data to develop category spending estimates at the census block group level, covering over 500 categories of products/services. Data allows you to identify the potential demand of consumers for products and services by geographic area regardless of where the consumers make their purchases.

Equifax Neighborhood Selector

The Neighborhood Selector (TNS) data are based upon Equifax's Lifestyle Selector database, which is the largest and most comprehensive, self-reported database on the market. TNS is available for 100+ categories of lifestyles and interests such as: Foreign Travel, Household Pets, Physical Fitness, Automotive Work, Cable TV Viewing, Gardening, Home Furnishings, Travel in USA, Electronics, Mail Order, Sweepstakes and Self-improvement. The postal geographic information is updated monthly to reflect changes in the boundaries of Carrier Routes, ATZs, and ZIPs.

InfoUSA Business and Consumer Data

InfoUSA provides access to data from the Business and Consumer file databases. Businesses by industry and SIC code can be used to identify competitor relationships.

PRIZMne

Geodemographic segmentation systems from Nielsen/Claritas built at Block Group level. Groups the population based on like characteristics and allows survey data to be nationally projected. Ideal tool for acquisition/prospecting strategies by using existing database (i.e. Mosaic, Personicx, Acorn, Psyte, etc.).

Trade Dimensions

Leading supplier of information on grocery, mass merchandise, category killers, drug and wholesale club locations. Store count and ACV information is updated monthly, which allows Valassis to provide the most up-to-date retailer coverage recommendations (i.e. Chain Store Guide, infoUSA, etc.).

Insights

Valassis sources include:

Advertising Readership and Response Survey

Advertising Readership and Response Tracking Study is a continuous measurement of the percentage of households who read print advertising in various print media in a 7-day period. It also measures the percentage of households who make a purchase as a result of advertising they see. Advertising Readership and Response research differs from most newspaper research in that it measures readership of and response to advertising, rather than editorial or specific sections of the newspaper.

BIGresearch

Provides real-time knowledge of consumer shopping behavior and purchase intentions, and insights into the right media to reach them. Internet-based Consumer Insight surveys that measure multiple media consumption through the semi-annual Simultaneous Media Usage Survey (SIMM), and future purchase intentions and actions through the monthly Consumer Intentions & Actions Survey (CIA). **Prosper MediaPlanIQ** allows advertisers the ability to generate idealized media allocation plans for a broad array of products and services.

Client Success Stories

Case studies and Success Stories highlighting actual client results are available covering all our products and combinations of products and services.

CREST (Consumer Reports on Eating Share Trends)

Offers insights on consumer purchases of commercially prepared meals and snacks, and market trends within the industry. Provides information on product demand, mix of foods consumed, direct and indirect competitive sets, and changing consumer preferences.

Drug/Discount Stores Market Share Reports (Metro Market Studies)

Each guide lists the retail and wholesale companies in each of the top metropolitan areas and top television markets. The guide lists the number of stores each company has in the area, the market share for each company (based on dollar sales, as opposed to consumer survey results such as 'favorite store,' or 'times shopped estimates'), the location of its buying office, the total number of stores that office controls, and if the company purchases the majority of products from a wholesaler or co-op group, the name of that company is listed as its supplier.

Hoover's Company and Industry Reports

Hoover's provides comprehensive company, industry, and market intelligence through its database of 12 million companies. With in-depth coverage of over 40,000 of the world's top companies, Hoover's delivers vital information including company overview, financials, key players, top competitors, news, and fact sheets.

Kantar Media Intelligence Competitive Media Reports (CMR)

Kantar Media Intelligence provides advertising expenditures and occurrence data for over 800,000 advertisers representing more than 2.2 million brands across 18 media. These reports allow you to focus on advertising activity within a given market by medium. The data provides a broad high-level summary of advertising activity for 103 DMA-level markets as well as detailed information on 162 local and 65 Hispanic newspapers and Network, Spot and Cable television.

Kantar Media Intelligence Wally Marx

Kantar Media Intelligence's Wally Marx provides directional insight into newspaper delivered inserts and RedPlum Shared Mail insert activity within a limited number of DMAs and also provides creative for the food service industry for newspaper inserts, along with creative images for the RedPlum Shared Mail Package.

Mediamark Research, Inc. (MRI)

Leading provider of syndicated media and product usage survey data. Contains data on media habits, product usage potential, profiling and volumetric aspects of over 500 categories and 6,000 brands. This information can be profiled and projected nationally to predict consumer behavior. Data includes Consumer Profiling/ Market Rankings and Switcher Analysis; Coupon/Theme Profiles (i.e., Simmons, Scarborough, etc.).

NCH Coupon Facts Report

The NCH Coupon Facts report provides an understanding of the coupon market, including product category segmentations, the dollars to be protected as they are transacted between trading partners and the ability for manufacturers and retailers to compare their own results to that of the industry averages. Coupons distributed and redeemed in the U.S. consumer packaged goods marketplace are studied utilizing their manufacturer client databases, data cleared via their retailer processing operation and other independent sources. This proprietary methodology utilizes rigorous controls and statistical standards to maintain the integrity of the information contained in this report.

RedPlum Purse String Study

The RedPlum Purse String Study is conducted annually in conjunction with National Coupon Month in September to gain insight from today's shopper; learn more about their shopping behaviors; where consumers are looking for deals; what lengths they will go to to seek deals; what they are doing with their savings; and what influencers are driving this enlightened frugality. The study is based on responses from shoppers across the country.

Research and Analysis of Media (RAM)

The RAM survey is primarily made up of standardized questions which allow results to be compared to the database of normative values for ads. Comparisons can be made by industry, ad size, location in paper, creative design and by various demographic audiences. This database can be queried for general insights on newspaper design and strategy and the reader panels can be used by Valassis to measure newspaper advertising on behalf of our clients.

Scarborough Research

Media and product usage survey data in top 81 markets. This research provides media comparisons and readership information by market. It also allows us to profile newspaper subscribers and compare across newspapers in a market.

Woods & Poole

Census and economic data showing population and demographic trends as well as retail sales information for Total U.S. and individual markets.