

Powerful Media Solutions

Act or react quickly in the marketplace with media that can deliver a timely message or offer – in a matter of weeks.

Maximize your advertising spend with a strategic, optimized promotional plan that delivers positive, measurable results for your brand. Valassis can help you identify and target your prospects and reach them with RedPlum™ media.

The vehicles featured here spur action and are ideal for:

- Year-end push
- Competitive blunting
- Sales boost

RedPlum is known for delivering value – which is crucial in this economy – and it's proven to work.

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

Key Media Learnings

- 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



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

- 37% of shoppers prefer to receive promotional messages via email⁵
- 54% of consumers report being more likely to purchase a product in a store after receiving a marketing message via email⁶



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 card⁷



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 shopping⁸



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 46 million email addresses, fully CAN-SPAM compliant

Key Media Learnings

93%+ of adults (18+) subscribe to emails from brands, and on average they subscribe to nearly 10 different brand email programs⁵

2 out of 3 consumers will provide an email address in exchange for "value" such as special promotions, discounts, freebies, or upcoming sales alerts⁹

Average recall:¹⁰

Brand Bag™ 27%

Brand Bag+™ 38%

Newspouch® 64%

Average dollar sales net lift for polybags: 38.9% pts²



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

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 mail¹¹

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



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

Average sales lift at regular price is 27.6%

Average lift at a reduced price is 138.1%¹²



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%¹³





RedPlum CouponPOP™ (In-store Advertising) **Key Media Learnings**

- 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%¹³



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%

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 eMarketer, 2010

⁶ eDialog, 2010

⁷ Grocery Manufacturers Association (GMA) and Booz & Company, 2010

⁸ BIA/Kelsey and ComStat, 2010

⁹ ExactTarget, 2010

¹⁰ Verified Audit Circulation & Woelfel Research, 2011

¹¹ Epsilon Coupon Study, Feb 2010

¹² Published Data of All Live Programs

¹³ MASI International TvC Analysis 2010-2011