

Valassis

# Success STORY



Example of an In-Store Insignia POPSign®

Media Vehicle: In-Store Insignia POPSign® CPG

## Unit sales increase 41% with addition of in-store POPSigns® to FSI

### Challenge

A leading Salad Dressing company sought to efficiently drive new consumer trial and incremental volume prior to the competitive summer season.

### Solution

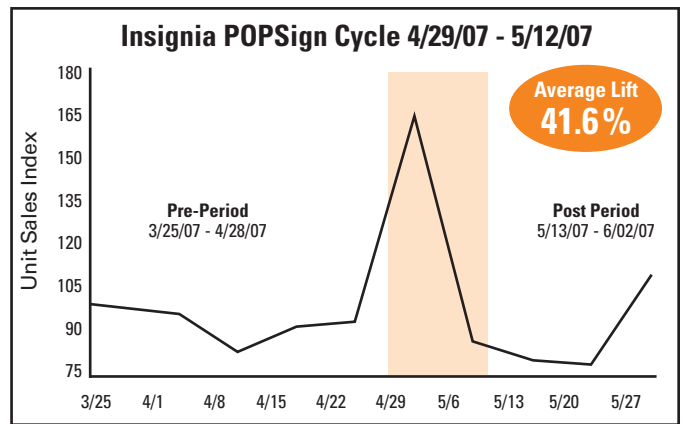
Valassis delivered a cycle of in-store POPSigns® that ran for a two week cycle. This cycle was accompanied by an FSI program that ran before and during the in-store program.

### Results

The in-store POPSigns® delivered the information consumers needed to influence their decision. Unit volume increased an average of 41.6% during the FSI / in-store program. The FSI reached out to the consumer at home and the in-store POPSigns® reinforced the product when the consumer was shopping in the store.

### Takeaway

The combination of the FSI and POPSigns® in-store advertising is a great way to increase brand recognition, trial, and unit volume sales!



Data Source: Live Cycle Performance Data

