

Valassis

# Success STORY



Media Vehicle:  
BRAND BAG+ & FSI  
CPG - HBA

**"61% of consumers recalling the Polybag Ad indicated that it prompted them to look for the coupon insert the following week!"** – Market Tools Internet panel surveys, 2005

## Challenge

The customer had a planned HPC Multi-Brand FSI with an in-store rebate overlay. They were looking to promote AND build awareness of their FSI program and the rebate offer during a highly competitive time period.

## Solution

Valassis recommended a Polybag Newspaper Wrap which allowed the client to prominently display their consumer message and provide ample brand equity all within a cost effective, competition free environment.

- A Brand Bag+ was suggested to pre-promote the FSI event and communicate the rebate offer on the included tear-off coupon.
- Given the competitive time period, the Brand Bag+ was an exceptional vehicle to own the consumer and build awareness of the following week's multi-brand promotion.
- The FSI program dropped 1 week later with coupons good for all highlighted products.
- The Multi-Brand program was further supported with a national retail overlay.

## Takeaway

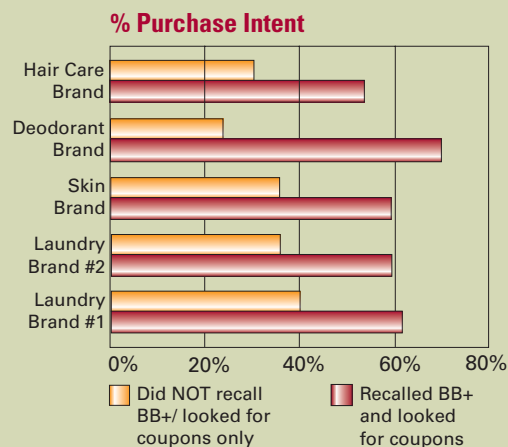
Using a layered campaign with multiple vehicles produces stronger results than single consumer communications.

Source: Market Tools Internet panel surveys, 2005

## Results

The combination of the FSI and Brand Bag+ distributed at different times did enhance brand awareness, coupon redemption, and purchase intent!

- The Brand Bag+ was recalled by 36% of all surveyed consumers!
- The Brand Bag+ positively impacted intended purchase and intended redemptions among recalling consumers.
  - Among recalling respondents, intent to REDEEM coupons the following week was significantly stronger for 6 out of the 10 featured brands compared to those who did not recall the Brand Bag+ and only looked through the coupons.
  - Those recalling the Brand Bag+ AND were prompted to look for coupons showed stronger PURCHASE INTENT\*\* than with consumers who did not recall the Brand Bag+ and only looked for coupons!



\* Not all brands shown

\*\* Purchase Intent includes consumers who responded to already purchasing brand or definitely/probably will purchase brand.