

Valassis

# Success STORY



Media Vehicle: Newspouch  
CPG Foods

## The Newspouch promotion was a success with retention and acquisition of customers.

**Challenge:** Mature cereal brand needed to stimulate trial and boost velocity.

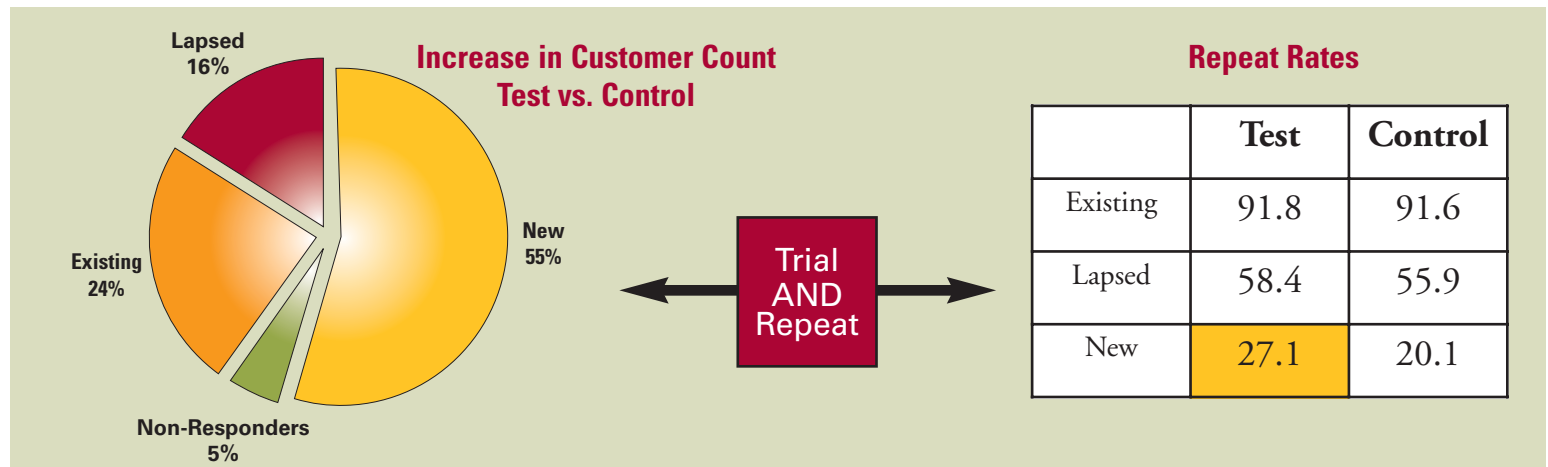
**Solution:** Deliver targeted Newspouch program to 1.4 Million households

- The program encouraged trial of the food product from the sample
- A one portion sample of the food product was delivered
- There was no coupon

**Results:** The program was successful in generating trial and stimulating existing buyers.

- Top line Results
  - +23% in Buying HHs
  - +26% in \$ Sales
  - +19% in Transactions aka – “Trips”
- This promotion was successful in attracting Trial Usage and lead to repeat usage among the critical new customer groups.
  - Repeat purchases of 2+ amongst New customers are 27% vs. 20% of non-recipient new customers, a 35% increase.

(Source: Custom research utilizing Frequent Shopper Data to assign HHs to test vs. control stores based upon where the promotion dropped)



**Takeaway:** The sample stimulated new buyers to go to the stores and purchase the product AND drove existing buyers to increase usage.