

Valassis

Success STORY



Media Vehicle: ROP
CPG - HBA

\$100k in incremental trade support!

Challenge

In the midst of a negative press release, sustain everyday sales and increase promotional display support at retail.

Solution

Deliver mass audience communication utilizing Run of Press (ROP).

- Quick program turnaround helped to educate consumers and combat the potential negative effect on sales.
- ROP messaging targeted consumers around key retail locations.
- Ad focused on educating consumers on the product, and directed consumers to look for a coupon in the newspaper insert.

Results

Program helped to stem erosion of the everyday, base business in light of negative press regarding the product.

- In fact, supporting the brand with ROP drove the retail buyer to purchase an incremental \$100k in displays in order to have sufficient supply for the obvious demand that would be generated!
 - All stores sold through the displays within 3 weeks.
- No ill effect on sales six days after the negative press was released - the brand maintained its #4 dollar sales position

(source: IRI 12 weeks ending 12/26/04 vs. previous 13 weeks).

Takeaway

An immediate response by the client to an unfounded press release assisted in combatting the potential detrimental sales effect on the brand

ROP is a valuable tool to communicate to consumers in a timely manner and to drive incremental trade support!