

## 2006 VALASSIS THEMED EVENTS

Valassis Themed Events are attention-grabbing promotions in which your brand is associated with a common cause, event or tie-in property. Themed Events link your brand to cause-related, entertainment, or educational marketing events such as: Ronald McDonald House Charities, American Heart Month, and Study the Savings back to school initiatives. In addition to these broad-scale, set date, themed event programs, Valassis offers custom-property and television tie-in opportunities throughout the year.

### WHY THEMED EVENTS?

- Build equity and create a competitive point of difference for your brand.
- Increase your brand exposure through a multi-media, integrated campaign.
- Drive incremental trade support in key retail markets.
- Brands associated with a theme are likely to see an increase in awareness.\*
- Consumers are motivated to buy a brand that is participating in a charitable themed event.\*:
  - 50% said that a charity association makes them more likely to redeem a coupon.
  - 68% said that they are somewhat to very likely to switch to a brand of similar quality/price if it is linked to a charity.
- Consumers are motivated to buy a brand when it has a sweepstakes overlay.\*:
  - 34% of consumers responded that a brand's association with a sweepstakes increases their likelihood to redeem a coupon.
  - 54% of consumers said that they would consider switching to a brand of similar quality and price when the brand is linked to a sweepstakes.

### THEMED EVENT BENEFITS\*\*

- Brand prominently featured on the dedicated theme program page (generally, front cover or page 3) to over 59 million households.
- Ad upgraded to the front section of the FSI.
- Use of program border around brand FSI for additional consumer awareness.
- Television Media Exposure:
  - Two weeks of pre-promotional local market TV.
    - Brand product/logo prominently featured in the front 20-seconds of the 30-second spots.
    - Ability to tag last 10-seconds of spots with an account specific or brand sell message.
  - National 10-second TV tags available throughout the year as part of Custom Themes.

\* Burke Marketing Research, 2002

\*\* Note: Benefits of the American Heart Month FSI Section are unique and television media exposure is not included.

## AMERICAN HEART MONTH – FEBRUARY 5, 2006

### Concept:



February is American Heart Month!

- Raise awareness and educate consumers about cardiovascular disease, the number one killer of men and women in America.
- Align with the American Heart Association's national outreach efforts in February and educate consumers about heart healthy products or organizations.
- Create a national heart health platform through a co-op FSI event focused on driving awareness and providing heart healthy solutions to consumers.

### Special Benefits:

- Front cover banner and use of the program border provide program continuity and additional attention.
- Leverage the event to maximize merchandising at retail.
- Local television spots are available for an additional charge.

## HEALTHY LIVING – FEBRUARY 26, 2006

### Concept:

Associate your brand with a health and wellness theme during this key time period for healthy living.



### Special Benefits:

- Exciting consumer sweepstakes for a trip to sensational Orlando, designed to energize the body and relax the mind.
- Prevention Magazine will provide consumers with an action-oriented offer to encourage the purchase of participating brands.
- Front cover banner and use of the program border provide program continuity and additional attention.

## RONALD McDONALD HOUSE CHARITY – APRIL 9, 2006 “Healthy House Clean Up”

### Concept:

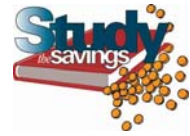
The mission of RMHC is to create, find and support programs that directly improve the health and well-being of children. Associate your brand with this great cause and share in the tremendous equity of RMHC and McDonalds!



Healthy House Clean Up aims to provide products, tools and know-how to maintain a healthy home. Promote tips and offers to help consumers maintain a safe, clean house.

### Special Benefits:

- National exposure for your brand in McDonald's restaurants via special promotions:
  - 10-18 million RMHC FSI program tray liners.
  - 12,000+ RMHC FSI program posters.
- Clients subject to surcharges qualify for reduced or waived rates due to newspaper support of this charitable cause.
- Rights to use the RMHC logo in your FSI ad.



## “STUDY THE SAVINGS” – AUGUST 13, 2006

### Concept:

In association with the PTA, you can communicate various educational messages such as: Getting Kids Ready to Go Back-to-School, Teaching Parents How to Get Involved in Their Child’s Education, Bus Safety Tips, etc.

Make the most of the second largest shopping period of the year by enhancing your brand image and showing concern for children’s education.

### Special Benefits:

- Optional ‘Tips Strip’ on your border to create a point-of-difference in your ad.
- Association with the most trusted back-to-school source – National PTA.

## RONALD McDONALD HOUSE CHARITY– SEPTEMBER 10, 2006 “Care Mobile”



### Concept:

Through relationships with local healthcare providers, the Ronald McDonald Care Mobile program brings cost effective, high-quality medical, dental and health education services directly to underserved children in both rural and urban areas around the world.

Associate your brand with this great cause and share in the tremendous equity of RMHC and McDonalds!

### Special Benefits:

- National exposure for your brand in McDonald’s restaurants via special promotions:
  - 10-18 million RMHC FSI program tray liners.
  - 12,000+ RMHC FSI program posters.
- Clients subject to surcharges qualify for reduced or waived rates due to newspaper support of this charitable cause.
- Rights to use the RMHC logo in your FSI ad.

## CUSTOM THEMES – YOUR CHOICE OF DATE

### Property Tie-In Concept

Develop a custom promotion that is extremely simple and turn-key. Custom themes provide the opportunity to increase awareness for your brand with a high-impact overlay that helps you achieve your brand objectives.

### Custom Theme Benefits:

- Select from the following concepts and we can develop your custom program:
  - Trips
  - Causal
  - Family
  - Sports
  - Women
  - Entertainment
  - Kids
- We can develop custom options, such as:
  - Call to Action Program
  - Self Liquidation Offer
  - Consumer Sweepstakes
  - Equity-Based Program
- Utilize local or national TV spots to tie in with your Valassis program to:
  - Direct consumers to your FSI ad.
  - Communicate your branding message.
- Tie your brand to local trade activities.
- Extend the promotion beyond your FSI to additional consumer or trade initiatives.

