



E-zine Newsletter  
Winter 2008

Mark your calendar and make plans to join your coupon industry colleagues at these ACP events

**2008 Industry Coupon Conference**  
**Keeping Pace with the Future Consumer**

April 29<sup>th</sup>- May 1<sup>st</sup>

**Couponing 101/102 Workshop**  
**April 29th**

**Marriott Biscayne Bay**  
**Miami, FL**

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**For the latest details:**  
ACP headquarters  
[www.couponpros.org](http://www.couponpros.org)  
(847) 297-7773  
[John.Morgan@acp-hq.org](mailto:John.Morgan@acp-hq.org)

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**Kroger & dunnhumby to present at Industry Coupon Conference**

Consumer Trends from Forrester Research, and reports from the marketplace on GS1 Databar highlight the Industry Coupon Conference April 29-May 1<sup>st</sup> in Miami, Florida

David Ciancio, VP CRM for The Kroger Company and Felix Martinez, Managing Partner, dunnhumby will discuss their findings, learnings and results from data mining frequent shopper purchases and targeting coupon promotions to build loyalty with their relevance marketing program.

Lisa Bradner, Analyst with Forrester Research will kick off the conference with a thought provoking presentation "Engaging Consumers in a new World" that shares knowledge gained through Forrester's world-class research to provide critical insights about the future consumer. She examines the trends that are shaping, and being shaped by, changing consumer preferences and behaviors, as well as the implications for marketing professionals.

GS1 Databar will also take center stage. Join Coupon Re-engineering Committee co-chairs Don King of P&G and Alan Williams of Ahold, Steve Arens of GS1 US, and the ACP GS1Databar committee as they discuss what's happening in the marketplace and answer questions as the industry implements the new GS1Databar.

Other sessions will include:

- *Dr. Anne Brumbaugh "Perceived Discrimination as Barrier to Retail Coupon Use" - Customers' experience with personnel in the retail space has a direct impact on what they do there, both good and bad. Results from a recent national survey show talks about discrimination as it is experienced and perceived by consumers at the point of purchase and coupon redemption*
- Hear from mobile expert Brent Dusing, CEO, Cellfire and how mobile coupons and discount offers can revolutionize how consumers save. Forward-thinking merchants and brands are leveraging mobile coupons to gain

competitive advantage, increase sales and gain the loyalty of mobile-engaged consumers

- “Buyer churn” – when consumers switch brands - is a significant issue for many brand marketers, some of whom lose half of their buyers each year. Join Rick Abens of Conagra Foods as he explores coupons not as a short-term expense but a long-term investment with a return on investment, and lifetime customer value.
- Author, Filmmaker, and Retail Anarchist Sam Pocker discusses how the discerning consumer identifies loopholes in promotions in order to clean the shelves and fill their homes with complimentary products at your company's expense.
- Coupons, Inc., along with Simmons Research, will provide research about how people use the Internet to research products, and their opinions on the value of Internet and traditional coupons from an in-depth survey of consumer printable coupon usage to date.

- Also back is an afternoon of track sessions with a financial operations track discussing GS1Databar, Coupon Guidelines and Digital Coupons and Redemption. The Promotion Marketing track will review Coupon trends and measurement, GS1databar for Marketers, and a special Q&A session from Dr. Brumbaugh's Discrimination presentation.

There will be plenty of opportunities to network and interact with the leaders in the industry at this “can't miss” conference dedicated solely to coupons.

The following sponsors are supporting the Industry Coupon Conference:



Association of Coupon Professionals  
Phone: 847- 297-7773 Fax: 847- 297-7773

1, Ste. 280 Des Plaines, IL 60018  
Website: [www.couponpros.org](http://www.couponpros.org)

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TRACKING THE EXPANSION OF  
HISPANIC PRINT AND DIGITAL MEDIA

**Association of Coupon  
Professionals  
Couponing 101/102  
to precede Industry  
Coupon Conference  
April 10**

The Association of Coupon Professionals as part of its commitment to improving business condition in the coupon industry provides the Coupon 101/102 education seminar. The seminar reviews all aspects of the couponing industry in an informative and interactive format designed for individuals new to

**ACP Couponing 101\102  
cont'd**

couponing or those who need an update and refresher course. Presenters are industry experts who can answer all your couponing questions.

The transition to the new GS1Databar barcode has been integrated into the workshop. Recognizing that the new barcode impacts many areas of Couponing, the barcode is not treated as a separate topic but is incorporated into the existing agenda topics.

#### Topics Include:

- Industry Overview Effective Coupon
- Strategies Coupon Distribution
- Types Coupon Design Family Code
- Management The Redemption Cycle
- Coupon
- Misredemption Managing Risk

#### Highlights Include:

- Follow the path of a coupon from the time it is issued through
- Learn from a manufacturer's perspective about

internal controls you can implement, and effective coupon program management.

Workshop breakout sessions will provide details on family codes and barcodes, and how to plan an effective coupon

An open interactive session enabling you to get answers to all your coupon questions.

#### Who should attend?

Individuals new to couponing or who need a refresher course. This course is geared toward marketing & accounting professionals in retail, manufacturing, promotional agencies and clearinghouses.

#### When and Where?

Preceding the Industry Coupon Conference  
Marriott Biscayne Bay  
Tuesday, April 29, 2007  
9:00 AM- 5:00 PM

To register, visit [www.couponpros.org](http://www.couponpros.org) or call ACP headquarters at 847-297-7773 or email [john.Morgan@acp-hq.org](mailto:john.Morgan@acp-hq.org).

The ACP Board of Director Elections will be held at the 2007 Industry Coupon Conference. **The election will take place during the conference on Wednesday, April 30th.**

The ACP Board of Directors is currently comprised of 15 companies. There is a mixture of retailers, manufacturers, processors, and service providers on the board. Companies serve two-year staggered terms. There will be six seats up for election this year.

Any ACP member company in good standing is eligible to run for a board position. If you are interested in **nominating your company or any other company, please contact Joanne Martori at ACP headquarters by March 3, 2008 (848) 297.7773.** The ACP Nominating Committee will compile the list of nominees. A slate of candidates will be emailed to all members and actual ballots will be distributed at the meeting on April 30<sup>th</sup>.

**Board of Election  
Nominations Sought for  
2008-2010 Term**

**Digital Coupon &  
Redemption Task Force**

## formed to address “paperless” Coupons

A key to the consumer popularity of coupons is their acceptance at nearly all retailers. The industry infrastructure that processes and manages the financial transaction between retailers and manufacturers for paper coupons is a key contributor to creating the universal acceptance.

But what if paper is not involved? As marketers try to reach a younger, wireless consumer who gets more information from devices than newspapers companies offering digital coupons are emerging.

To address these new vehicles and to create guidelines, and best practices for a digital coupon redemption infrastructure the Digital Coupon & Redemption Task Force was formed.

If you are interested in the work being done or to volunteer to participate please contact John Morgan at the ACP  
[John.Morgan@acp-hq.org](mailto:John.Morgan@acp-hq.org)

## Symbology, Inc. Provides New GS1

## DataBar™ Coupon Codes PLUS Coupon Validator<sup>SM</sup> Service

On January 1, 2008, a new coupon bar code was implemented affecting manufacturers, retailers and processors. Initially, an “Interim” code will be used that includes a GS1 DataBar™ code and a GTIN 12 (UPC-A) code. In 2010 the GS1 DataBar™ coupon code will stand-alone.

This new code structure is the most complex of any code introduced by GS1. Its huge data capacity allows users greater flexibility for cross marketing of products via joint offers, enhanced tracking, and fraud prevention.

Producing an accurate GS1 DataBar™ Coupon Code file, however, requires advanced technology and expertise. Symbology’s custom-engineered system produces and delivers error-free files quickly and efficiently.

- 2 minute delivery on Phone Orders / Full Service delivery in 30 minutes
- Email delivery or web site pick up
- No need to define VLI (Variable Length Indicators)
- Includes BWA (Bar Width Adjustment)

- Bottom-justified to allow more space for other text
- Single file for DataBar and GTIN 12
- Live Customer Service support

Note: A lightning fast online code ordering service alternative will also be available soon.

Once codes are sent into print/production, the increased complexity of the new coupon codes....along with a “human-readable” that does not include all data.....makes it imperative for users to have a means of checking the data and quality of the DataBar coupon codes. Symbology’s new Coupon Validator<sup>SM</sup> Service provides the simplest, most accurate decoding service available. Users can avoid costly errors by validating their code information online. Data from the code is automatically transmitted via the internet to the Validator web site, where it is instantly decoded. The exclusive Coupon Validator<sup>SM</sup> Service features:

- Unlimited validations via subscription
- 2 report options (full or abbreviated)
- Simple to install and use / “Plug and Play”
- PC or MAC compatible
- 24/7 access via Internet

- Size and BWA specifications met
- Business partners can also use our system - ensuring matching of data
- Full decode detail - both visible and covert information
- Up to 3 company prefixes and family codes
- 6 digit offer code
- **Plus** - Exclusive to Symbology Files/Codes:
- Product + Market Area Descriptions
- Positive code match at production via data retrieval from code manufacturing software
- Purchase of Individual Code Validations is also available.

Information is available at [www.symbology.com](http://www.symbology.com)

**Goss International testing new "GossRSVP" program**

In December, Goss International began testing GossRSVP™, a new system that prompts readers to interact with print via their cell phones.

In the pilot program, advertisers and publishers are including a small GossRSVP logo with a two-dimensional bar code and alpha-numeric sequence in their print media. Readers,

depending on type of cell phone, can scan the code or send a text message to receive a response, such as a coupon, which is sent back to their cell phone within seconds. Print media users, such as advertisers and publishers, in turn receive direct feedback on response rates. The cell phone interaction and response data is managed by the GossRSVP server. The return message and incentive may be changed instantly.

"Print continues to deliver a very strong return on investment, and this interactive capability can enhance the value by documenting the reach and effectiveness," explains Goss International vice president Toby Clarke. "The GossRSVP program complements our ongoing innovations aimed at making print media more valuable and dynamic."

Goss International is testing the GossRSVP program with a limited number of advertisers and publishers near its facilities in New Hampshire. The company expects to expand geographically and add features such as ongoing reward and loyalty programs for consumers. Clarke adds that the interactive GossRSVP

concept could be used with other media in addition to print advertising, including packaging, billboard, signage, and electronic media.

Additional information is available at [www.gossrsvp.com](http://www.gossrsvp.com) and [www.myrsvpwards.com](http://www.myrsvpwards.com).

**Coupons, Inc. Publishes New Industry Standard GS1 DataBar-Coded Coupons**

**L'Oreal and WhiteWave Foods First Brands to Incorporate New Barcodes on Printable Coupons**

Coupons, Inc., the world's leading provider of printable coupon marketing and technology solutions, today announced it has launched the first printable coupons with dynamically-generated, serialized GS1 DataBar barcodes. The GS1 DataBar will replace UPC/EAN barcodes and become the industry standard on all manufacturer's coupons over the next two years.

Coupons, Inc. continues to be at the forefront of technology solutions for retailers and manufacturers by supporting the GS1

DataBar in all of its systems. This gives Coupons Inc.'s partners and customers the ability to work with any barcode scanning system retailers have in place during the transition from UPC barcodes.

Some of the first manufacturers to adopt the new barcodes – L'Oreal and WhiteWave Foods – use the new GS1 DataBar on printable coupons from Coupons, Inc. The printed coupons carry both the GS1 DataBar and UPC barcodes to ensure they work at any retailer. Although the transition to the GS1 DataBar represents a significant change for retailers, Coupons, Inc.'s tens of millions of users will not experience any inconvenience when using coupons containing the new GS1 bar code.

"We applaud Coupons Inc.'s efforts in offering the new interim codes on their printable coupons – encouraging companies to begin using the new codes, paving the way for a smooth transition to the new standard," said Steve Arens, Senior Director, GS1US, Inc.

The new GS1 DataBar barcodes encode far more information than

the current standard UPC bar codes. For example:

- A single coupon may include dissimilar products from different companies
- The new format supports partnering and cross-selling
- Consumer compliance can be monitored by scanning at check-out
- Manufacturers can offer nearly any coupon values, versus the 100 values currently possible
- Data about purchase requirements, product/quantity requirements, retailer restrictions or other redemption requirements or restrictions will be coded directly onto the coupons
- Serialization codes are built into the barcode

Coupon, Inc.'s Family Code Services division is prepared to help retailers and manufacturers smoothly transition to the new GS1 DataBar bar code. The new standard offers a unique opportunity to restructure manufacturer family codes and update point-of-sale systems with the data necessary to scan and validate coupons for more efficient checkout procedures.

The company leads the industry in closely monitoring individual coupons from distribution through redemption and clearing. This allows the company to immediately take advantage of some of the new features within the GS1 bar codes.

"We are uniquely qualified to handle this complex process without impacting the consumer experience," said Steven Boal, CEO and founder of Coupons, Inc. "Because we provide an end-to-end solution for printable coupons, we can closely control the multivariate processes necessary to ensure a quick transition to this new standard."

### **Older Adults Join Their Younger Counterparts In Embracing Mobile Coupon Usage**

### **Cellfire Updates Top 10 Markets of Smart Shoppers Using Cell Phones to Reap Big Savings**

Cellfire Inc., the only nationwide mobile discount offer and coupon service, today released key findings regarding mobile coupon redemption, including the top 10 cities in America that are super savers. Building on its first mobile

coupon metrics released in July 2007, these new findings point to increased usage of mobile coupons by 119 percent over the last six months with 94 percent of metro areas increasing in usage.

The findings of the Cellfire survey are reinforced by leading industry analysts. As noted in a recent independent survey from ABI Research, mobile coupons and discount offers remain the top mobile marketing incentive for consumers with 63 percent of these consumers stating that a coupon would be the most effective incentive to get them to respond to a mobile marketing message. According to Mike Wolfe, ABI research director, the second most popular response (chosen by 52 percent of those consumers) was a discount at a local store. The positive reaction to these two types of incentives demonstrates the potential value in mobile coupons. (source: ClickZ, 1/15/08)

California tops the list of areas with the highest per capita usage of mobile coupons, taking four of the top ten spots. Previously unranked, Ohio made a strong surge demonstrating the biggest increase in usage with

Dayton and Cincinnati making the top ten. The findings are based on mobile coupons redeemed during the six month period ending December 31, 2007.

#### Top 10 Markets for Mobile Coupon Usage per Capita:

1. Sacramento/Stockton/Modesto, CA (previously #2)
2. Dallas/Fort Worth, TX (previously #4)
3. San Francisco/Oakland/San Jose, CA (previously #7)
4. Atlanta, GA (previously #10)
5. Monterey/Salinas, CA (previously #14)
6. Dayton, OH (previously #78)
7. Cincinnati, OH (previously #21)
8. Chico/Redding, CA (previously #3)
9. Sioux City, IA (previously #64)
10. Jonesboro, AR (previously #8)

Although the majority (70 percent) of coupons redeemed was from mobile-savvy shoppers under age 34, there is significant and increasing activity among older consumers to save money with their cell phone. Mobile coupon redemption by consumers over age 34 more than tripled in the last six months, and this age group now represents 30 percent of the mobile coupon users.

Mirroring the last survey findings, merchants continue to receive a mid-week boost in sales with Tuesday being the day consumers most often used coupons, followed closely by Sunday and then Wednesday. Tuesday and Wednesday are typically slower days for retail, and yet rank high for mobile coupon usage.

Cellfire automatically delivers savings directly to consumers via their mobile phones, and provides frequently updated discounts specific to their geographic area. Unlike text-based offers, Cellfire's application-based service enables consumers to easily store, search and use many discounts across multiple merchants and locations.

<http://info.cellfire.com/cellfire/?q=node/193>

### **Upcoming Events**

#### **CIC Summit**

March 26-27, Washington,  
DC

**PMA Annual Integrated  
Marketing Conference**

April 8-9, Chicago, IL

**Industry Coupon  
Conference**

Including Coupon 101\102  
April 29-May 1, Miami FL

**FMI Show**, Including  
MarketTechnics, May 4-6,  
Las Vegas, NV

**2006 U Connect  
Conference**

June 9-12  
Dallas, TX

**GMA Executive**

**Conference**, June 6-9,  
White Sulphur Springs,  
WV



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