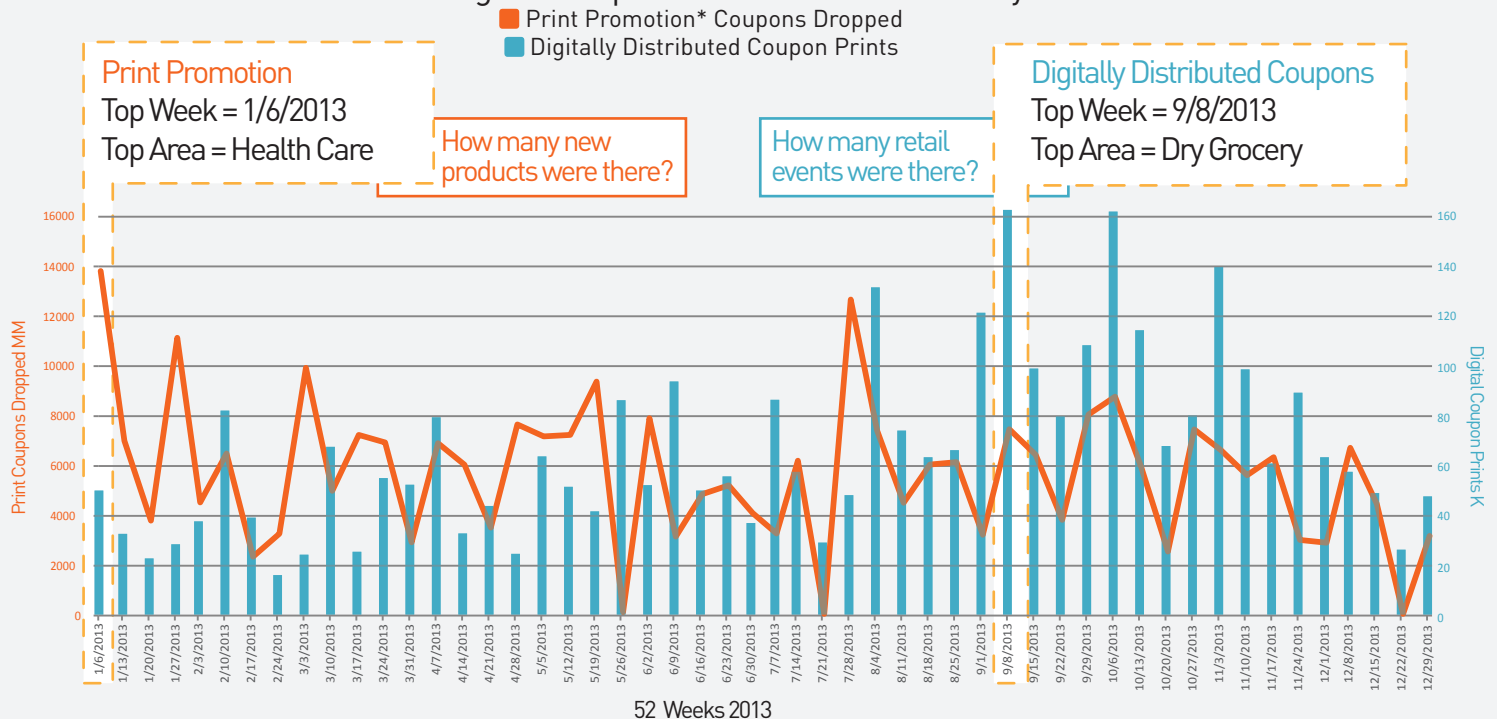


WHAT DROVE THE BUMP IN YOUR SALES?

Print and Digital Coupon Promotion Seasonality 2013



Brand marketers know that **every offer put into the marketplace must compete with every other offer out there**. To break through the clutter and win the shopper you must understand what is influencing purchase intent and driving shopping trips every week.

What is the impact of:

- FSI and digital coupon Face Value, Unit Value, and Expiration lengths?
- FSI and digital coupon boosting and interference (especially private label promotions)?
- Retailer FSI events and digital coupons on retailer websites?
- Pay cycle promotion weeks?
- Key holidays and seasons?
- New product launches?
- Corporate scale events?

We can answer these questions and more, giving you deeper insights and answers to your print and digital promotion questions. **Give us a call @ 952.925.5272 or email: marx_clientserviceteam@kantarmedia.com to get the full story and uncover insights into your competitors print and digital coupon tactics.**

**Print Promotions include: Free-Standing Inserts (FSIs), In-Store Coupon Machines, Magazines and Sunday Magazines*