



## FOR IMMEDIATE RELEASE

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### **Annual Industry Coupon Conference, Ruling the Coupon Galaxy Held Recently in Orlando, FL.**

***The Only National Conference in 2019 Dedicated Exclusively to the Overall Coupon Industry; Explored trending issues including omnichannel, ecommerce, universal digital coupon updates and reaching consumer on their paths to purchase***

**DREXEL HILL, PA (May 9, 2019)** – The **Association of Coupon Professionals (ACP)** presented its Annual Industry Coupon Conference, celebrating the theme of “Ruling the Coupon Galaxy”, recently in Orlando, FL.

This was the only national conference dedicated exclusively to the overall coupon industry in 2019. The conference included three days of content, conversations, and engagement with coupon industry leaders discussing best practices, emerging trends and technologies via panels, case studies, and research in both general sessions and track sessions.

The conference was developed under the leadership of the Association of Coupon Professionals in collaboration with the Joint Industry Coupon Committee, Food Marketing Institute, the Grocery Manufacturers of America, GS1 US, and the Coupon Information Center.

The conference was chaired by Darcy Douglas, Kantar. Sponsors included: Gold: Catalina; Silver: Flipp, Quotient, Intelligent Clearing Network, LM Gordon, Premier Packaging, Pinpoint Data, Inmar, You Tech, NCH Marketing, S.M.S. Promo, Popwallet; Breakfast: Cunningham Electronics Corporation; Break: Mandlik & Rhodes, Atlantic Coupon Service.

The Lifetime Achievement Award was presented to Val Stark, S.M.S. Promo. The Industry Impact Award was presented to Darcy Douglas, Kantar.

The conference was also the annual meeting of the ACP. Elected to the board of directors for two-year terms were: Jackie Broberg, General Mills; Loreli Cobb, Kellogg Company; Val Stark, S.M.S. Promo; Curtis Jackson, Procter & Gamble; Jennifer Connelly, Quotient; Mary Aghassi, The Clorox Company; and Debbie Gauthier, Valassis. In executive committee elections Mary Aghassi, The Clorox Company was elected to a two-year term as Vice president and Jackie Broberg, General Mills was re-elected as president for a two-year term.

“The thought leaders of our industry met in Orlando to discuss emerging trends and share expertise,” said John Morgan, ACP Executive Director. “There was a variety of content that covered all aspects of coupons. We have again demonstrated the value of in person, peer to peer learning, nearly 90% of ACP member companies sent one or more attendees”.

Attendees were witness to the announcement if the industry single source vendor for Universal Digital Coupon Solution. The Coupon Bureau shared the current status and roll out plan for Universal Digital coupons and encouraged the industry to get involved.

New this year was a Coupon Security Best Practices & Risk Mitigation Workshop. This two-hour interactive workshop included discussions regarding coupon policy, process best practices, recent successes delivered through partner collaboration, and new technology solutions under development.

Attendees discovered the latest trending issues impacting the industry including: omnichannel, ecommerce, universal digital coupon updates and reaching consumer on their paths to purchase, as well as best practices to maximize efficiency and effectiveness while minimizing risk, and consumer insight.

Conference highlights included:

- Keynote Barbara Kahn, Patty and Jay H. Baker Professor of Marketing, The Wharton School, University of Pennsylvania, kicked off the conference by sharing the “Kahn Matrix” which enables retailers and brands to strategically evaluate their brands against consumer who desire retailers and brands they trust, and value, as they define it.
- Casan Callaway, Quotient shared consumer insights on all the paths to purchase including; Consuming media, planning the trip, commuting to store, shopping in store, and checking out
- Catalina shared a consumer marketing mix model used widely in Europe, that captures, by household - media exposure, social media, promotions, and purchase. The results can be deployed to optimize media & the promotion plan. It is proven more effective and a “deeper dive” than marketing mix models.
- Curtis Jackson, Procter & Gamble led a panel of top retailers discussing the challenges of opportunities, of promotions and coupons, in-store and online.
- John Ross, President & CEO IGA Inc, assembled a panel of IGA independent retailers and discussed innovation and how utilizing technology, independent retailers can compete like never before.
- Attendees heard firsthand during a live consumer panel how consumers feel about coupons, the process, and the brands and stores they like.
- There was much research and consumer insights shared with presentations by Inmar, Kantar, Gfk, and Valassis with an overall theme that marketers need to be personal and relevant, and need to meet and exceed consumers rising expectations, regardless of where they are on the path to purchase.

Follow ACP on [Twitter](#) and [LinkedIn](#) or visit [www.couponpros.org](http://www.couponpros.org).

**About the Association of Coupon Professionals**

The Association of Coupon Professionals is an industry trade organization whose over 60 manufacturer, retailer and solution provider members, create a forum that fosters expertise, education, and leadership to enrich the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool.

For more information about the conference, contact **John Morgan**, ACP Executive Director, at 610-789-1478, [John.Morgan@couponpros.org](mailto:John.Morgan@couponpros.org), or visit [www.couponpros.org](http://www.couponpros.org)

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