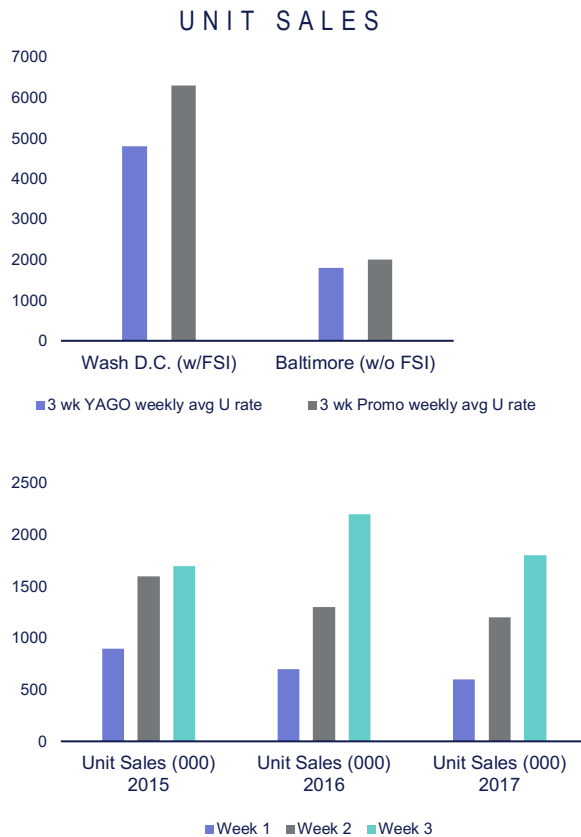


CASE STUDY



CPG brand drives volume with National FSI

Drives thousands more into branches



VALASSIS.COM

SS774



Increased Redemptions

despite lower circulation and availability in store.



Sales growth YOY 3x greater

in markets with the FSI than in comparable markets that did not have the FSI



National FSI produced Sales Lift each year

About Client

Established candy and gum brand

Client Situation

- Drive volume for iconic vintage candy brand during holiday time period
- Test volume impact of reduced FSI circulation and reduced SKUs at shelf

Strategy

Deliver \$1.00/2 coupon in national FSI: 41MM circulation

INSPIRING CONSUMERS TO ACTION

