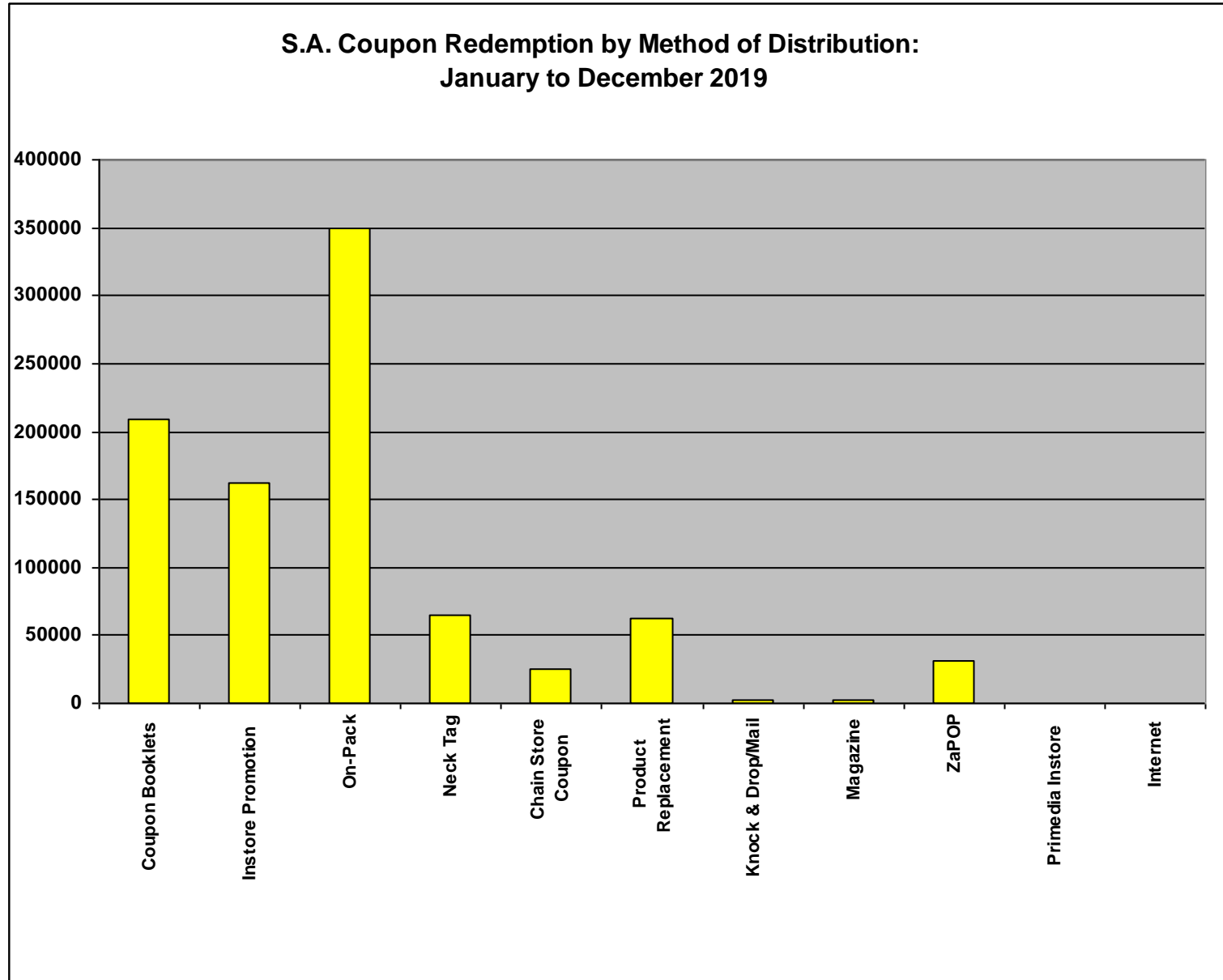
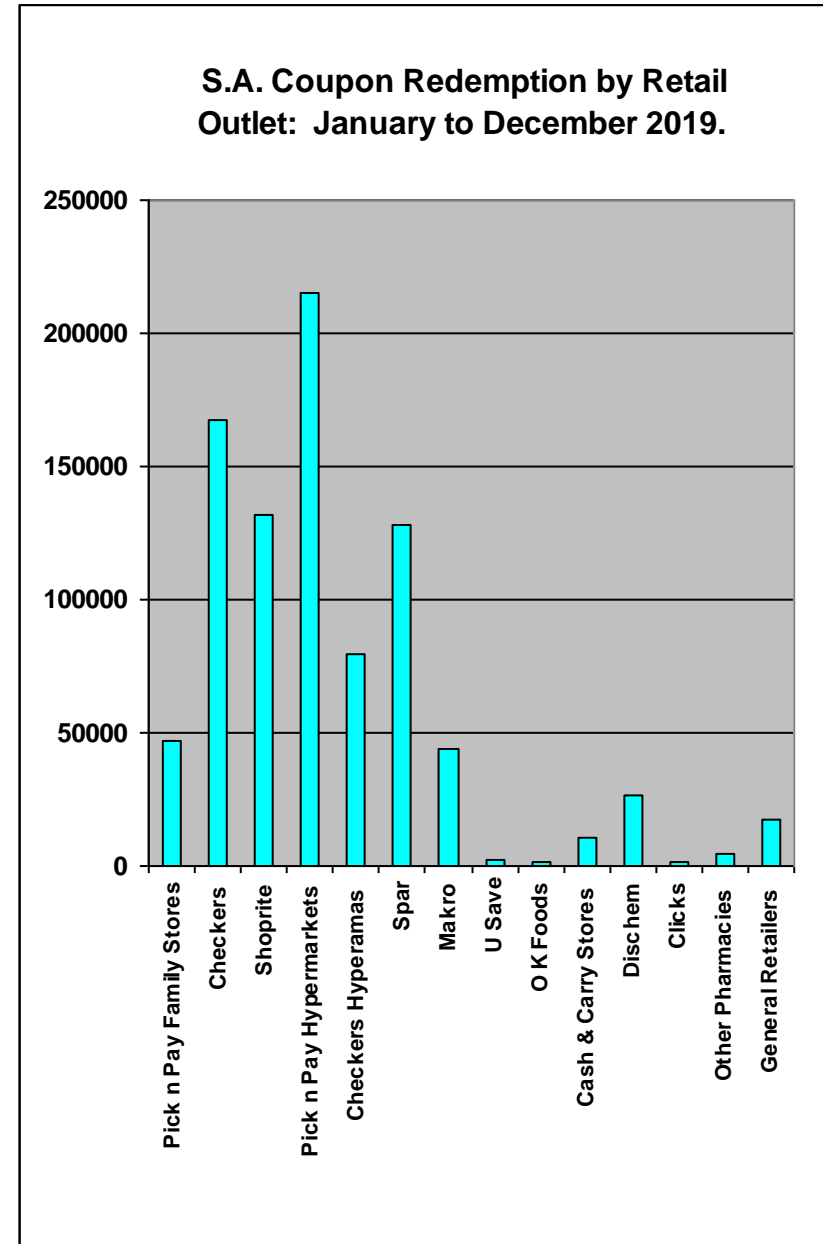
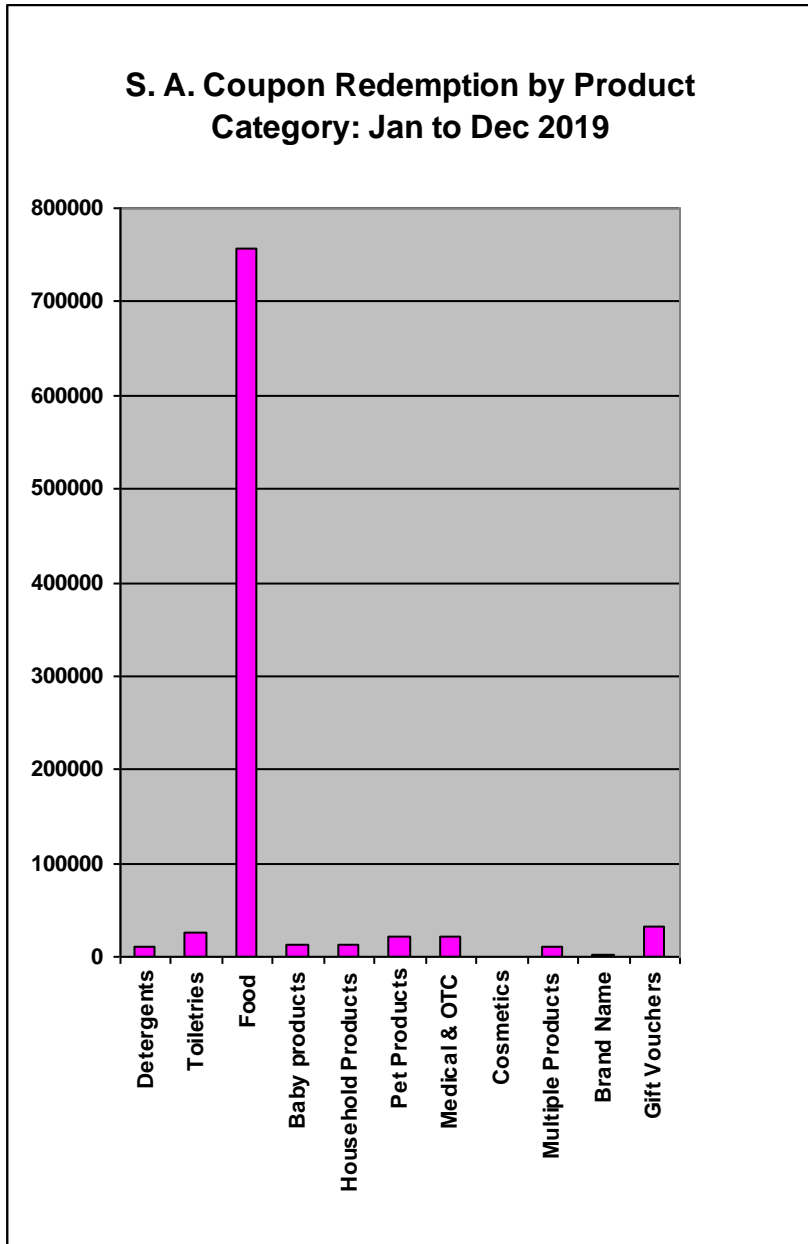


Coupon Update for the year 2019: Want to grow your brand? Use Point of Purchase Coupons.

It's a new year and a new decade. We are all back at work and fired up to make a difference. We are determined to make our BRAND the dominant force in the market place. All that we have to do is to make the shoppers select OUR BRAND when they are out there in the supermarket, taking the items off the supermarket shelves. This is where shoppers make their Brand decisions, at the point of purchase! So, what better place to grab their attention and make them aware of YOUR BRAND, with an on-pack coupon offer. (See how successful they are in this graph).

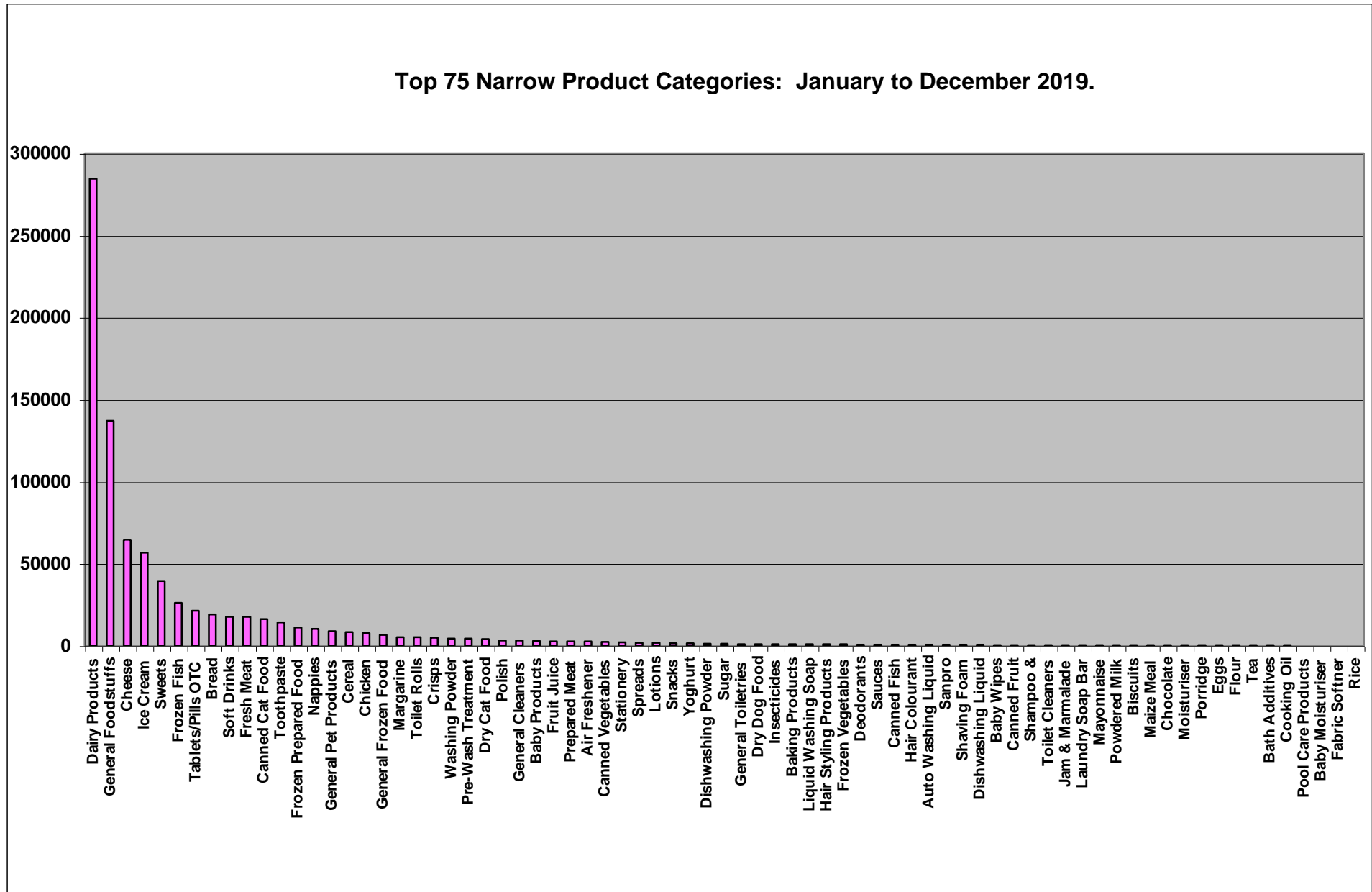




What do coupons do for Brands?

1. Coupons motivate **Brand Switching** (to your brand).
2. Coupons motivate **Pantry Loading** (of your brand).
3. Coupons give your **Marketing Agility**. (You can quickly initiate a campaign).
4. Coupons encourage **Trials of new brands**. (Good for launching a new line).

Are your products included in this graph? If “yes”, what percentage of the bar are your coupons? If “no”, you are missing out on a golden opportunity to gain market share for your brand.



Coupon Clearing Bureau (Pty) Ltd is a privately owned industry organization and has been since its inception in 1977. It provides free information, which is not confidential, to suppliers as well as free consulting to advance the coupon industry. Should you wish to receive any of this information or should you have any queries, please email Melissa at Melissa@ccbsa.co.za with your request.