

# Point of Purchase

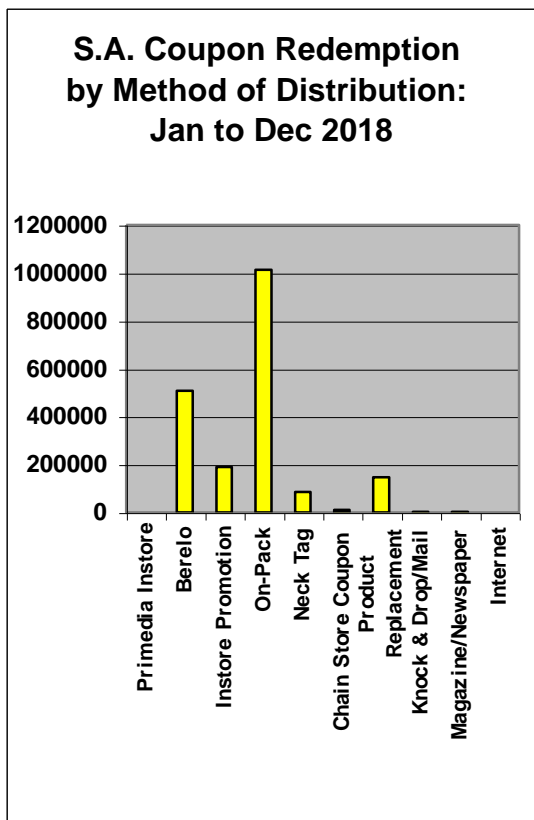
## Is Where All the Action is



Point of Purchase Marketing has been proved to be a highly effective means of promoting sales because *most purchase decisions are made at point of sale!*

Point of Purchase Marketing appeals to ALL shoppers and not just those who have loyalty cards or smart phones!!! Every shopper walking past an on-pack coupon promotion is motivated to buy the brand or Pantry Load.

Reminder: Each coupon redeemed promoted the sale of at least one\* unit of the product. The numbers are there to see! (\* plus repeat purchases later on as well).



### The advantages of On Pack and Neck Tag coupons are:

- You can do the whole campaign in-house with your own company facilities and suppliers.
- You can control the number of coupons distributed.
- Coupons can be available in ALL retailers, both big and small, countrywide.
- You can control exactly where your campaign is to run.
- Campaigns can be initiated at very short notice.
- “Coupons’ ROI beat trade promotions” – The FSIC (N America) & A C Nielsen (USA).

**On-Pack coupons are the most successful of the Point of Purchase Coupons. Just see how well they do in the graph above.**

*Do not forget the importance of getting the shopper’s attention in that instant when he/she is about to lift the product off the supermarket shelf! Persuade them to choose your brand and not your competitors, by offering them a money-off coupon on your brand.*

For more information on all aspects of coupons, contact Melissa at [melissa@ccbsa.co.za](mailto:melissa@ccbsa.co.za)

***ON-PACK COUPONS WORK THE BEST!***