

Point of Purchase

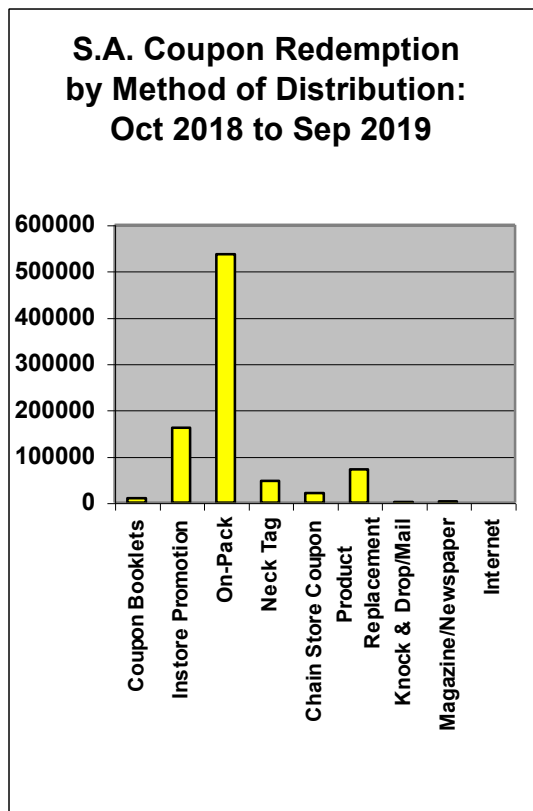


Is Where All the Action is

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 Susan at sue.c.aitken@gmail.com or 083 230 6367 or else Mike at mike.aitken@cbsa.co.za or 083 227 4582.

ON-PACK COUPONS WORK THE BEST!