



Why Use On-Pack Coupons to Promote Your Brands? (Because shoppers love coupons)

Coupons motivate BRAND SWITCHING:

Coupons persuade shoppers to buy your brand rather than the one that they usually buy. If they are happy with your brand, they then continue to buy it.

Coupons motivate PANTRY LOADING:

Coupons persuade shoppers to buy more units of your brand of product than they had planned to. It is a well known fact that shoppers who pantry load also use more of the product than the usually do. This increases your sales volume.

Coupons motivate NEW BUSINESS:

Coupons attract shoppers, who do not buy your products, to your brand by making the price of your brand of the product attractive.

Coupons DEFEND your brand against other coupon campaigns:

If a competitor runs a coupon campaign, you can stop the users of your products switching to the competitor's brands by offering a coupon so as to make it attractive for them to continue buying your brand.

Coupons REWARD LOYAL USERS of your brands:

By rewarding a loyal user of your brand of products, you ensure that these shoppers remain repeat purchasers of your brand of products.

Coupons give your marketing AGILITY:

You are able to get your marketing campaigns up and running very quickly.

Point of Purchase is where the action is:

Shoppers make their purchase decisions when they are in the supermarket in front of the shelves containing the product. Offer them an on-pack coupon on your product to make your brand the most attractive one to take!

For more **free** information on all aspects of coupons, phone Melissa at 076 787 7860 or e-mail melissa@ccbsa.co.za or email Mike at mike.aitken@ccbsa.co.za or cell number 083 227 4582.

CCB is an industry organization for the promotion of Consumer Coupons and the operation of the clearing house of these coupons and all vouchers.



IMPORTANT: CCB only charges a clearing house fee for redeemed coupons/vouchers & does not charge for campaign coupons/vouchers that have been created but not used!